N H State Library (22)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXI. NEW YORK, OCTOBER 20, 1897. No. 3.



HERE'S A

BOOKS OPEN TO ALL

Record Breaker

and he laughs when he looks through . . . . .

THE PHILADELPHIA Record

because he's spoiled an "ad."

But there's no harm done if one paper lost from a total daily issue of over One Hundred and Sixty-five Thousand (165,000) copies will scarcely affect that advertiser's returns, however, for all who use the columns of **The Record** have business to spare. We've type measures, facts and figures to send those who ask for a rate-card of

Average Circulation in 1896:

DAILY EDITION **170,402**

SUNDAY EDITION **124,234**

THE RECORD PUBLISHING CO.
PHILADELPHIA.

New Hampshire STATE LIBRARY OCT 22 1897 No.



Frank and Truthful

Advertising inspires the confidence necessary to success.

Such placed continuously in the local weekly assures success to the advertiser.

The country people and the local weekly can not be divorced.

They are one and inseparable. What the local paper tells the country people to do, they do.

What it suggests they purchase, they purchase.

The daily and the magazine cut no figure with them.

It is the local home paper all the time.

1,800 local papers in the Atlantic Coast Lists.
A million families reached weekly.
One order, one electro does the business.
Catalogue and estimates for the asking.

Atlantic Coast Lists, 134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1888.

Vol. XXI. NEW YORK, OCTOBER 20, 1897. No. 3.

ADVERTISING A LIBRARY.

By Mary Emogene Hazeltine.

(Librarian James Prendergast Free Library, Jamestown, N. Y.)

During the Crimean war, a French soldier, dying, gave to the nurse who attended him a gift. After the war she returned to France, carefully keeping it, and, charmed with its beauty, she framed it and hung it over the fireplace in her dwelling that it might be before her, something to enjoy. One day some one entering her abode noticed the little ornament and inquired concerning it. Then did she learn that the beautiful token was a note on the Bank of France of the highest denomination, and that during her years of poverty she had been rich but had not known it. Similarly, the free libraries in our cities and towns adorn them, but far too many in every community regard the library merely as a decoration—a proper and "nice thing" to have—and fail entirely to understand that it is for their enrichment.

To spread abroad a knowledge of the library, helping the people to understand and appreciate that its wealth is for their use and profit, is the duty of the librarian. So we will agree that the object of library advertising is to convey to all the community a knowledge of the whole library.

The local newspaper is the best advertising medium, for it goes into the homes. Whether the people read the library article, for library advertising is reading matter, not display form, depends largely on the article itself.

In advertising through the newspapers, it is well at the very start to have a business understanding with the manager of the paper. Ascertain what will be published for you as news—that is, free of charge—and what must be paid for at regular advertising rates. In general, all articles and items concerning a library are published free of charge, being considered as news. Arrange with the editor on what days he would prefer to receive copy from the library. Know the days that the paper has copy assured it, and plan your articles for the days that are less crowded. It is also satisfactory to have an understanding concerning the space to be given library articles.

The merchant recognizes the importance of preferred space and has the privilege of buying it. But since library advertising is published free as reading matter, you can not dictate as to position. Generally we say nothing about the place that the library item shall occupy, but occasionally, when we have something of unusual importance, we ask as a favor that the article may be well placed. I feel especially complimented when the library is given space on the first page, for an article there will be read. Last fall, our list of books on the money question was published on the first page, while an editorial on the fourth page advised all to read the books suggested in the list. We have never had so many calls for books published in a reading list as we had for books on the money question on the days immediately following the appearance of the list.

Whatever appears in our papers concerning the library we prepare ourselves, thus gaining not only a frequent notice in the columns of the paper, but the statements made as we wish them, for however well intentioned the average reporter may be, he can not write technically correct an article that involves professional knowledge. At the suggestion of the editor all of the articles supplied by the library are signed to prove them official. I use simply the signature, "The Librarian." But library news that comes always from one source has a sameness that is monotonous, so let the reporter help in the work all that he will; suggest to him various items that can be written up briefly under the leader, Library Notes, or let him wander about the building as he pleases to gain material. If there is more than one paper in your community, furnish library news for all

of them. Do not slight any; rather make them all the friends of the library. This can be done, not only by providing copy for all of them, but by dividing your job printing among them.

Lists of new books published in the newspapers at short intervals have served most effectually in keeping and increasing our patronage. To explain how we arrange for the frequent publication of our new books, I shall be obliged to let you into a secret regarding our buying. We have no book store in our town large enough or sufficiently well organized to supply a library except to meet the demand for books of the day, so we buy directly from New York, and, to save shipping charges and freight, buy a large invoice several times during the year. If we placed in circulation at one time all the books purchased in an invoice, we would have new books only two or three times in the course of a year, which would not serve to sustain a living interest in the library. We make a selection of those that are most in demand—the popular novels, books of travel, the latest scientific works, or books that are needed by some study or reading club—enough to make a list of twenty or thirty, and after cataloging we place them on an open shelf in the reading-room for general inspection before publishing a list of them in the daily paper. The understanding is that at nine o'clock on the morning following the publication of the list the books can be drawn for home reading, and patrons will often come a half hour early to secure a desired book.

I have found by experience that it is wise to issue books from our storehouse with some method, perhaps choosing all the travel for one issue, the biography for another, United States history for a third, with some books in minor classes, and always a little fiction to give the necessary variety. My object in issuing books of a kind together is twofold. First, the published list has the continuity of a catalogue, for it is printed even in the newspaper in regular catalogue form, with author, title and call number, and serves the public in lieu of a regulation bulletin, for many cut the lists from the paper and paste them in their finding lists, so keeping their printed catalogue up to date. Secondly, it is our custom to publish some notes or reviews concerning the new books, and these are more effective when there is a continuity of subject. Generally, these remarks introduce the list of books, being a case of placing the moral first, that it may surely be read. I refer to different books in the list "below," saying a certain one is especially interesting, while another will be found very timely; that all have heard of "this" book, and will be glad to know that it can be found in the library; that of a certain author we have such and such books, but his latest book has been added, and will be found more interesting perhaps than any of his others. Sometimes I write a short review of a book, the purpose of it all being to call attention to the books, especially to those that might be overlooked, because their titles are not suggestive or attractive. I do not print long notices, as they would not be read. And yet another point regarding the publication of new books is in relation to the internal economy of the library. We have found it wise to advertise the circulation of new books for days that we are less busy, which is the middle of the week. Creating a demand for new books on dull days equalizes the work which is essential in a library with a small force.

Once I made the serious mistake of placing a notice in the paper that an invoice of books had arrived from New York and would soon be issued. I regretted that public statement, and resolved never again to advertise merely for the sake of having something appear about the library. Patrons would ask daily, "When will the new books be ready?" "What are some of the new books?" "Can't I have a new book to-day?"—so magnetic is anything new! So much time was consumed answering questions that it took much longer to catalogue the books than it otherwise would have done.

While new books serve to advertise a library, other things are necessary to make its full value appreciated. Reference lists on timely topics always bring their share of patronage. I remember the first reference list that we published was on James Anthony Froude at the time of his death—not a popular subject, but it was a topic of the day, and we were endeavoring at the time to make known the wealth of the library in all of its departments. The paper containing the list was issued at five o'clock in the afternoon, and before the library closed that evening there were four calls from the list

by students who were delighted to know they could secure those books. In publishing reference lists, the one thing to remember is to have them timely, and this I can not make too emphatic. If your list is not ready, and must follow rather than lead a movement, save it until next time.

But new books and reading lists of attractive books and articles on current topics are not enough to reach all in a community by any means—there will still be a goodly proportion that know nothing and seem to care nothing about the library. As merchants have bargain days which they advertise extensively to bring out the people, so libraries can arrange special attractions to win the unknowing and unappreciative public. Special attractions have aided materially in spreading abroad a knowledge of our library. A year ago we had thirty water-colors of F. Hopkinson Smith on exhibition in our art gallery for two weeks. I learned from Mr. Smith in February that we could have the pictures the last of April or first of May, on their way back from Western cities to New York. From that date in February until the pictures came in May, something appeared in the papers on an average of every ten days about Hopkinson Smith or his pictures. One week it would be a press notice of his pictures, the next a review of his latest book, and the next another art criticism from the press, and so the notices alternated. Marked copies of the papers were sent to several of the newspapers in surrounding towns, with a note accompanying, asking the editor to copy, or at least make note of the date. During the two weeks that the pictures hung in our gallery, 3,000 people viewed them—as many as we could well accommodate. Of those 3,000 visitors, most of them residents of the city, many told me, "This is the first time I have been in the library, but I do not mean it shall be the last," and they have become regular patrons.

There are many special attractions that can be arranged for libraries. Poster exhibitions have been popular both in large and small libraries, also exhibitions of art works and photographs. Amateur photographs proved very popular in one library after vacation days were over, while some have been fortunate enough to have loan exhibitions of books and pictures, or both. Something can be arranged in every library, but it is always to be remembered that the success of any special attraction depends on the advertising. Talk about it in the papers, not so much as to appear ridiculous, but enough to let all know about it and remember about it long enough to come.

I found that few in our community understood the use of Poole's Index or of our dictionary card catalogue. I advertised a Magazine Day, and to all that came explained the use of the different indexes, letting them all work out some references for themselves, and I never saw people more delighted than were those who thus learned that there was a key to unlock the wealth of the magazines. In like manner the card catalogue was explained, to the wonder of all, who thought that it required a course of study to use it. Of course we are constantly explaining the use of these helps, but I have found it not a bad idea to have a day devoted to each of them once a year, that their names shall at least be heard in the land.

This spring our special attraction was Travel Day, which grew into several days. It developed out of the demand for books of travel, which in turn was created by the departure for Europe of a party of twenty or more of the townsfolk. All their friends immediately desired to follow them by proxy and read about the sights of the other continent and so it occurred to us at the library that it would be pleasant for the stay-at-homes if they could see and handle our books of travel and make their selections for summer reading from the books themselves. We can not give the public access to the shelves because of the plan of our building; so on the tables in the reading-room, giving a table to each country, we spread all of our books on European travel, with magazine articles and pictures from our collection of mounted prints. We made the room as attractive as possible, posted leaders to indicate the route from table to table, furnished paper and pencil for notes, and gave personal attention to all that came. Those who traveled with us—and we had several hundred passengers—not only enjoyed the books and pictures during the few hours that they stayed, but made note of books that they wished to read. We advertised this Travel Day extensively.

But new books, timely reference lists and special attractions are not the only things that will interest the pub-

lic. The chief facts of the monthly report will prove the worth of the library, especially if a statement is made comparing the circulation, use of reference books, attendance in the reading-rooms, etc., with the same month of the previous year, provided, of course, that the comparison shows an increase. My annual report to the trustees is published in full in the papers, also the leading facts of the quarterly reports. Gifts to the library should not fail of proper mention in the daily papers; but so many things occur in every library to furnish advertising matter that it is needless to discuss this point further.

Though we depend on the newspapers very largely to herald the library in the community, we do not neglect other agencies, and among these are posters in public places. We have many factories in our city employing hundreds of operatives whom we wished should know about the library. We had several hundred posters printed as attractively as possible, with a cut of the library at the top of the card and capital letters in red. We endeavored, above all, to make it plain that the library was free. One of the trustees suggested that the following sentences be given a prominent place: "Books may be taken home. There are no dues or charges except for books kept over time." "Tell them honestly," he said, "just when a charge will be made, even though they may never be obliged to pay a fine. You will find people a little suspicious of anything free, because they have learned from experience that 'free' often has a string to it in some way." These posters were placed in different factories, where the employees in passing in and out would be sure to see them. I am convinced that they have brought the library much patronage, for whenever an applicant has given his occupation as "Employed in —— factory," we have asked if the card telling of the library in the factory had been noticed, and, almost without exception, that had served as the introduction to the library. We also have framed notices concerning the library in the post-office and hotels.

After all this, there still remains personal work, which is one of the surest ways of bringing people to the library. This means that, as a librarian, you must give your whole self to the work. There is not a community now, I believe, that has not a study or reading club. Attend one of the meetings of the club, and if you are not a member you can secure an invitation to attend one meeting, and offer the members the co-operation of the library. Offer to help them with reference lists and to place a certain shelf or section of the reading-room at their disposal, where the books that their programme calls for can be kept together and renewed when necessary. If some of the club members can not come to the library, let the books be sent to them. The patronage of a study club creates a demand for better reading.

Go to the schools and tell the young people about the library and its treasures, many of which are especially designed for them. Be willing to be questioned about the library at any and all times. At first I mentally objected when I was stopped on the street, questioned in stores, at church, at receptions—wherever I happened to be—about the library, but I soon found that people were sincere and really wanted to know, and for a long time I have willingly given any information, but I make it a point never to broach the topic of the library myself.

Then you can help others to advertise. A merchant came to the library seeking the picture of a May-pole for a May Day advertisement. After the picture had been found, his attention was called to Chamber's Book of Days, which so delighted him that he ordered the volume for his own library, saying that the book would give him many hints for timely advertisements. The same merchant was so greatly pleased with one of our books on the Tartans of Scotland that he advertised an invoice of plaid woolen dress goods by the names of the plaids, which he found by comparing the goods with the colored plates in the book.

With all this advertising outside the library to gain patronage and to create a demand for the best reading, advertising inside the library must not be overlooked. This includes bulletin boards, blackboards and other devices, mention and description of which exceed the limit of this paper.

The secret of library advertising is "keeping everlastingly at it," or, as the proprietor of a great factory in New York believes and has constantly before him on his desk, S. T. I. and W., which he translates to all who inquire as, "Stick to it and win."

THE CIRCULATION

OF

The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's

CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

PLAIN TALK TO ADVERTISERS.

The editor of a country newspaper in Maryland has been talking in plain terms to the advertisers of his district. There is nothing local, however, in what he says. The truths he hammers home are as applicable to the business men of a hundred towns as to those of Taneytown:

"We want advertising in the *Record* to pay the advertiser; for this reason we again call the attention of our patrons to the fact that they must help if they want it to pay. So much space, at so much a year, filled with commonplace assertions remaining unchanged for months, will not pay—that is, not very much; even the poorest kind pays something—there is not the slightest reason for doing that sort of business.

"A business man can not daub his name and business on a fence without getting some good out of it; neither can he run a stereotyped ad in a paper for a solid year without some returns; even if he does not think he sees any benefit, it comes, nevertheless. What then must be the results from a real live advertisement?

"Here is an assertion which is true beyond the possibility of successful contradiction. If a business man will simply give to his advertising the same thought and care and the same application of business experience that he gives to buying his stock, the selection and training of his clerks, and the miscellaneous details of his business, there is nothing more sure under the sun than that he will then no longer complain of rates, or that 'there is nothing in it,' but will be an enthusiastic and thoroughly convinced advocate of the efficacy of printer's ink.

"Any other position than this is simply indefensible until human nature undergoes a radical change. As long as people want to know where to buy what they want and where they can buy it cheap, the only thing for the advertiser to learn is how best to tell the story and thus secure direct results.

"In addition to doing his own part well he should see that the printer also does his. If the type or arrangement does not suit, have it changed. If there is an objection to position, see if the newspaper man can not improve it for you. Do not leave any part of the investment to mere chance, but watch, improve and experiment.

"Probably the mistake most frequently made is to try and say as much as possible in as small a space as possible in order to save cost. The result is that the saving in cost is more than lost in returns. People are not attracted by a jammed-together advertisement unless there is some special display calling attention to it.

"Another error is made in making general announcements. Everybody is expected to know, nowadays, that a store, to succeed at all, must sell everything at a reasonable profit, therefore it is simply useless to state it. The things to advertise are specialties—things which constitute business news. People do not subscribe for the *Record* to find out that Taneytown is still on the same spot, or that the health of the community is about as usual, or any of the mere generalities of the times, weather or crops, but for the latest bits of up-to-date important news.

"So it is with advertising. It ought to represent the current news of the day among the stores. A single piece of dress goods, for instance, of some particularly new design or specially low price, will serve better for the subject of an advertisement—taking up the whole space—than a passing mention of it among a catalogue of ordinary announcements; and a particular lot of goods, on which the price has been cut to close out, may be profitably left to represent the whole stock, for a time at least. Get out of the old rut—don't be afraid to try new plans."

A PROUD RECORD.

From our first issue, twenty-eight years ago, monthly statements of circulation (actual sales) have been made and sworn to. The right of the advertiser to know the measure of his purchase is axiomatic. We do not believe any advertiser doubts that our circulation is exactly what we state it to be. If any one does, we do not want his business. We believe that our policy in this matter, taken in connection with the refusal of fake methods to boost circulation, has contributed to the distinction enjoyed by this paper of having a larger bona fide circulation proportioned to population than any other American daily; also having a greater preponderance of circulation over other papers in its field than any other daily. Logically the *News* is the exclusive "Want" medium of its section at the simple rate of one cent a word.—*Wm. J. Richards, Manager of the Indianapolis News.*

They Stick to THE TIMES.

A remarkable showing is revealed by a canvass just completed by representatives of THE NEW YORK TIMES of several hundred newsdealers in the Greater New York. It was ascertained that not a single subscription was lost by THE NEW YORK TIMES because of a change to another newspaper. This illustrates strikingly that once a TIMES reader means always a TIMES reader. The canvass referred to shows that changes of readers from other newspapers to THE TIMES have been frequent.

Throughout the summer, with thousands of New Yorkers at American summer resorts, and thousands more in Europe, the circulation of THE TIMES grew steadily. And now, with the summer pilgrims returning, its sale is increasing rapidly, and to-day is greater than it was last week, last month, last year or any other time for many years. Greater New York is evidently alive to the excellencies of THE TIMES as a real, an intelligent newspaper with

"All the news that's fit to print."

LOCAL STORE ADVERTISING.

A HARLEM SCHEME THAT SEEMS TO SOLVE THE PROBLEM HOW LOCAL STORES IN LARGE CITIES CAN ADVERTISE PROFITABLY.

The *Harlem Supplement* is a 16x22 sheet that is found every Sunday in all of the big metropolitan papers sold above 110th street in New York City. It is seven columns wide, and eleven of the fourteen are filled with local advertising. Its full title is as follows:

HARLEM SUPPLEMENT.
Published Sunday Mornings
By the
SUPPLEMENT PUBLISHING CO.
247 West 125th St., Room 22.
NEW YORK.
Guaranteed Circulation 50,000 Above 110th Street.
Books Open to Advertisers.
Advertising Rates on Application.

Anxious to find out how the scheme was worked, a PRINTERS' INK reporter called at the above office and found a card on the door bearing three names:

John Hosey.
E. M Saunders.
Jere Healy.

The last-named person was seen by the reporter, and explained that Mr. Hosey was the president of the company. Mr. Healy was "just plain business manager—that's all."

Mr. Healy said that the news agents of Harlem were under contract with his company to insert the *Supplement* in every Sunday newspaper printed in English that they sold or offered for sale. A contract form was shown to the reporter, and from it he gathered that the newsdealer received 25 cents per hundred for handling the *Supplement*, and bound himself to allow any authorized officer of the company to examine his papers at any time on Sunday mornings, so as to make sure that the work was being done properly.

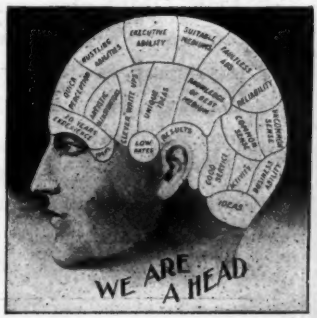
The object was primarily to cheapen the cost of advertising for local houses. Harlem firms that advertised in the New York papers had to pay for much circulation that was of no use to them. To advertise in the *Herald*, *World*, *Sun*, *Journal*, *Press*, *News*, *Tribune* and *Times* would cost the Harlem merchant over $2 per line, whereas in the *Supplement* he could be sure of reaching the readers of all those papers in his vicinity at $2 per inch, which, Mr. Healy said, was the fixed rate, with some time and space discounts. The advertisers would thus reach the very people they wanted to reach, and would not be paying for any useless circulation.

The reporter figured that it cost the company $125 to distribute its edition of 50,000. Add $75 for composition, paper and presswork, and this gives an expense account of $200 a week. Against this there are eleven 20-inch columns of advertising, which at $2 per inch would yield $440. From which it appears that the scheme is not only advantageous to the Harlem advertisers, but also to the proprietors of the *Harlem Supplement*.

The matter is of some interest to the New York newspapers, for large houses, such as Koch & Co. and D. M. Williams & Co., who have previously used the dailies, are now using the *Supplement*. Aside from these, only small merchants who would never otherwise advertise in a Sunday newspaper, appear in it. The idea is undoubtedly of value to local retailers in large cities who can not profitably use the newspapers.

IN PARIS.

Ten well-dressed men, clad in the Parisian regulation summer costumes, blue serge suits, tan shoes and wide straw hats, have been parading the boulevards of late, stopping in front of the cafes, where they drew up in line, took off their hats and showed painted on their clean-shaven scalps the advertisement, in big blue letters, of a cafe chantant. They were arrested for evading the law that requires posters and sandwich men to pay a tax of 62 francs, but were discharged with the warning that unless each man affixed the necessary stamps to his skull he would be sent to prison.—*Art in Advertising.*



A QUAINT advertising idea utilized by the Geo. H. Regar Co., the advertising agency of Philadelphia.

THE SAN FRANCISCO

CALL

DAILY SUNDAY WEEKLY

(Published Every Morning in the Year)

You get the news,
And brave reviews,
And stories that enthrall;
Commercial facts,
And public Acts,
All published in the CALL

Your product sells,
Your business swells,
If noted there at all;
The reason's plain,
But I'll explain,
The people read the CALL

50,000 DAILY CIRCULATION **50,000**

JOHN D. SPRECKELS, Proprietor — W. S. LEAKE, Manager

For sample copies, advertising rates, etc., address

D. M. FOLTZ
Eastern Representative
34 Park Row, New York

CHURCH AND PRESS.

As the season of church work is upon us, a few practical hints on church advertising are in order.

The best medium is the daily local paper, and if the appropriation for advertising is small, this medium should be used in preference to any other. As a preliminary, the pastor should himself visit the newspaper office and discuss the whole subject with both publisher and editor. He will be respectfully treated, and the personal relation thus formed (if this has not already been made) will be of substantial benefit to the church.

Tell the newspaper people what you want done, how much money you can spend, and who are most personally interested, as officers and active members of the church, in the expenditures. This group of persons is likely to include several prominent citizens; and the fact that these are identified with the church, and become patrons of the newspaper on its account, will increase the interest of the journalists in your affairs.

Every paper of "up-to-date" character now carries a feature of religious news and advertising notices. We often speak of the deterioration of the newspaper press, and in certain directions this may be justified, but there are upward tendencies to be observed also, and the attention that is paid to the religious news is one of these.

As a rule, the paid religious notices are grouped together under one head, and arranged either alphabetically or by denominations. They appear for the most part in the Saturday issue—morning or afternoon. Some are found in the Sunday morning edition, and there are churches that advertise on other week-days than Saturday, but these are rare. The card is set in the form of "non-displayed matter," like a "want" ad, and is usually charged for by the line. Often a more favorable rate can be obtained by a contract for a year or season. The charge is generally moderate, as all newspapers wish this style of advertising.

To be most effective, the pastor or some reliable member of the church should make it his duty to see that the copy for the advertisement is sent to the paper promptly and clearly. It should get to the publisher's desk on Friday morning at the latest. This copy should be fresh each week. A stereotyped announcement is not without value, but it is reducing this value to a minimum. Conciseness and clearness should be studied. The name of the church, the location, the name of the pastor, the themes of discourse, the hours of service, an allusion to the music and the offer of hospitality to visitors should be included.

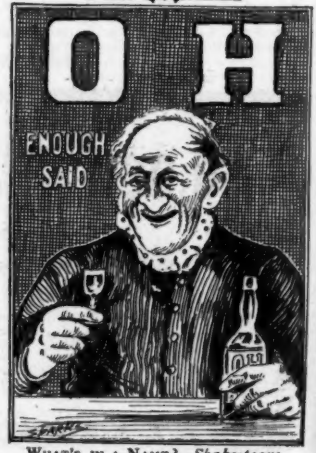
Whenever anything of news interest is to happen, either at the regular services or at other times, drop a line in advance to the religious editor, or if the event came unexpectedly, report it at once yourself and send the item to the paper, with your name attached as authority. If a reporter comes, recognize him the next morning, and treat him in a way to insure a correct and adequate report.

Be sure to pay all newspaper bills promptly and in a way to cement friendly relations. Don't claim too much "free advertising"; in fact, don't claim any at all, but simply cooperate with the paper in its effort to get and print news of interest to the community.—*Church Economist.*

THE PASSING OF THE WEEKLY.

"What has become of the weekly newspaper, Mr. Dana? Such papers have not the great circulation which they had in the past?"

"No, the great weekly is no more. It has been killed by the low prices of paper and the cheapening of newspaper making. People will not subscribe for a weekly when they can get a daily from their own territory at from one to three cents a day."—*Frank G. Carpenter's Syndicate Letter.*



WHAT'S IN A NAME?—*Shakespeare.*

The

Minneapolis Times

Guarantees on week-days DOUBLE the actual circulation of any other morning daily published in the State of Minnesota, as well as a GREATER circulation than any morning and evening combined newspaper published in that State.

It also GUARANTEES on Sundays DOUBLE the circulation of any other Minnesota Sunday newspaper and also a GREATER distribution than any other daily published west of Chicago, excepting in St. Louis, Kansas City and San Francisco.

The actual average circulation of

THE MINNEAPOLIS TIMES

for the month of September, 1897, was:

On Week-days, 30,115

On Sundays, 41,675

THE TIMES NEWSPAPER CO.,

October 2, 1897. **MINNEAPOLIS, MINN.**

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago

THE HEART OF IT

The heart of advertising success lies in the interest of the rural and suburban classes of the country.

72¼ per cent of the whole population of this country is in the small towns and rural districts.

Neither dailies nor monthly publications reach this great mass of possible buyers.

They are the readers and supporters of the country paper.

The general advertiser can reach this element through the local paper only. THE CHICAGO NEWSPAPER UNION (10 Spruce Street, New York, and 93 South Jefferson Street, Chicago) lists embrace 1,500 local weeklies in the Middle West, the richest agricultural country in the world, from a point of investments and products. By the Union's system of co-operative advertising, the general advertiser may use all or certain combinations of these papers.

One order, one copy, one electrotype covers the whole list.
And one check pays the bill.

Send for Catalogue.

Chicago Newspaper Union

No. 10 Spruce Street, New York
No. 93 South Jefferson Street, Chicago

Written by the Advertisers' Agency, Philadelphia.

TERGIVERSATION.

A DOCTOR OF DIVINITY NAMED SHANK HAS BEEN DETECTED IN THE PRACTICE OF THIS HORRID VICE, WHICH SEEMS RATHER COMMON IN OMAHA.

He makes a statement to the American Newspaper Directory that is susceptible of two constructions, neglects to date or sign it, offers affidavits and deals out threats, but, after all, fails to convey information that even so much as sustains the circulation rating at present accorded his paper in the Directory—*i. e*, G (meaning exceeding 4,000 copies average issue for a year). The chances are three to one that the average issues of the *Christian Advocate* have not been as much as 4,000 copies for a year, and the reverend editor, knowing this, puts up a bluff of a threatened suit for damages instead of making and signing a definite statement. The correspondence, with other matter, is here printed:

"OMAHA CHRISTIAN ADVOCATE,"
J. W. SHANK, D. D., Editor.
OMAHA, Neb., Sept. 28, 1897.

Geo. P. Rowell & Co.:

GENTLEMEN—I herewith return your notice concerning the Omaha *Christian Advocate*, with correction as it ought to be. To say that the circulation rating has varied from 4,400 in 1893 to "H" in 1895 is entirely misleading and wholly unworthy of your position as publishers of circulation ratings. During the last year or two you have damaged us and persisted in falsifying our circulation. You now seem to try to cover your tracks by saying that the "rating" has been so and so. You know that that rating by you was false and there is nothing left for us but to demand correction. This can be done in the manner in which I have intimated by the marking. THERE HAS NEVER BEEN AN ISSUE OF THE OMAHA "CHRISTIAN ADVOCATE" SO LOW AS TO PLACE IT WITHIN "H" SINCE 1892. Your rating us at "H" has been a falsehood for which you ought to suffer a proper penalty. Now you must correct it or we will take the only alternative left us, and you know what that is. I think I should be informed at once what you intend to do regarding this matter. Your falsifying our rating has damaged us, as we can easily prove. It will cost you nothing to make correction if you are so disposed. If you are not so disposed it is because you prefer to falsify rather than to tell the truth. You can have the sworn testimony of a half dozen who know the facts if you want it, and the affidavit as to the character of those testifying of such persons as you will have to admit are trustworthy. Please let me hear from you.

Yours,

J. W. Shank.

It has been stated that the rating accorded this paper in the September Directory was G (exceeding 4,000), and is the highest letter rating that can be given a paper issuing less than 7,500 copies. An exact rating in Arabic figures can always be obtained by furnishing a detailed statement of actual issues, signed and dated, as Mr. Shank well knows, because he has in time past furnished such a statement.

The following reply was written to Mr. Shank:

NEW YORK, Oct. 1, 1897.

Publisher of "Christian Advocate," Omaha, Neb.:

DEAR SIR—Your letter of September 28th shows that the circulation of the *Christian Advocate* has exceeded 5,000 copies each and every year since 1892. This may all be and still your circulation may have been less than 2,000 copies every year since 1892; that is, at some part of the year it may have been less than 2,000 copies and at another part of the year it may have been over 5,000 copies.

Now presuming that you wish to have advertisers know what your circulation has been, in order that they may judge by the past what it will be for the future, why would it not be a good plan for you to fill up a statement showing the amount of each and every issue for the period of a full year? We inclose a blank suitable for the purpose for your use if you desire to use it. If the facts warrant you in stating that the circulation, that is the number of copies issued of your paper, has not been less than 5,000 copies in any one week since 1892, and you are prepared to sign and date that statement, that will answer all purposes. All we want is to get at the facts in the simplest way possible.

We are, your obedient servants,

GEO. P. ROWELL & CO., Pubs. of
American Newspaper Directory.

That Mr. Shank well knows how to make out a statement that will secure his paper a correct rating in actual figures is shown by the fac-simile reproduced on next page. This satisfactory statement was furnished by this tergiversating clergyman in December, 1893, after he had learned by experiment that a less formal and, as it proved, an untruthful one previously furnished by him, but bearing neither date nor signature, would not be accepted.

It will be observed that the figures given in the following table show that the statement made by J. W. Shank, D. D., in his letter of September 28th, 1897, that at no time within five years has the circulation of his paper been so low as to bring it within the meaning of the H rating, is a lie—pure and simple. That is what "tergiversation" usually is. The H rating is properly applied to a paper having an issue of more than 2,250 and less than 4,000, and the table shows that the *Christian Advocate* was entitled to an H rating during the months of January, Feb-

Office of
Omaha Christian Advocate,
CROUSELY BLOCK
J.W. SHANK D.D. EDITOR

RECEIVED
DEC 30 1893
GEO. P. ROWELL & CO.

Omaha, Nebraska. Dec 27th, 1893

Geo P Rowell & Co,

Messrs: The issues of the Omaha Christian Advocate for 1893 have been as follows;

Saturday,	December,	30,	4650,	copies.
"	"	23,	4650,	"
"	"	16,	4600	"
"	"	9,	15000	"
"	"	2,	4600.	"
"	November	25,	4600,	"
"	"	18,	4600	"
"	"	11,	4500,	"
"	"	4,	4500.	"
"	October,	28,	4500,	"
"	"	21,	4500,	"
"	"	14,	4500,	"
"	"	7,	4500.	"
"	September	30,	4500,	"
"	"	23,	4400.	"
"	"	16,	4400.	"
"	"	9,	4400,	"
"	"	2,	4400,	"
"	August,	26,	4350,	"
"	"	19,	4350,	"
"	"	12,	4350,	"
"	"	5,	4350,	"
"	July	29,	4250,	"
"	"	22,	4250,	"
"	"	15,	4200,	"
"	"	8,	4100,	"
"	July	1,	4100,	"
"	June;	24,	4100,	"
"	"	18,	4100,	"
"	"	10,	4100,	"
"	"	3,	4100,	"
"	May,	27,	4100,	"
"	"	20,	4100,	"
"	"	13,	4100,	"
"	"	6,	4000	"
"	April.	29,	4000,	"
"	"	22,	4000,	"
"	"	15,	4000,	"
"	"	8,	4000,	"
"	"	1,	4000,	"
"	March,	25,	3900,	"
"	"	18,	3900,	"
"	"	11,	3900,	"
"	"	4,	3900.	"
"	February.	25,	3850,	"
"	"	18.	3850.	"
"	"	11,	3850.	"
"	"	4,	3850,	"
"	January.	28.	3850.	"
"	"	21,	3850.	"
"	"	14,	3850.	"
"	"	7.	3850.	"

The total number of copies printed in theentire year 229300 - when edivided by 52 shows the average issue to beve been 4400 copies.

Yours. Rowell & Company.

J.W. Shank
Secy.

ruary and March, 1893, because during those months it printed less than 4,000 copies weekly. Still the statement as shown entitled the paper to a rating in actual figures of average issue 4,400, and that circulation rating was duly accorded.

In October, 1893, this clergyman wrote:



—OFFICE OF—
Omaha Christian Advocate
400 SHEELY BLOCK.

J. W. SHANK, D. D., EDITOR.
J. W. D. ANDERSON, PH. D., ASSOCIATE

OMAHA, Oct 12/93.

Geo P. Rowell & Co.

Messrs. Enclosed please find corrected report of Omaha Christian Advocate. Please note correction of name.—

We are now a General Conference Organ.— and the official organ of five Annual Conferences,— Gain in subscription list is 60 per cent over the list one year ago and going up rapidly.

Do not place us less than 5000.

Some time ago we gave sworn statement to over 4000.— and we have gained all the time,— We are likely to have 6000. by Feb. 1./94. Estimate according to bills for [illegible] and actual lists of subscribers.

Yours.

J. W. Shank.
Editor.

It will be observed that although this Doctor of Divinity knows that his circulation has been only 4,400 copies, he still has the effrontery to say to the editor of the Directory:

The letter of October 12, 1893, when set in type to be more easily read, is as follows:

Enclosed please find corrected report of Omaha *Christian Advocate*. Please note correction of name.

We are now a General Conference organ and the official organ of five annual conferences. Gain in subscription list is 60 per cent over the list one year ago and going up rapidly.

Do not place us less than 5,000. Some time ago we gave sworn statement to over 4,000, and we have gained all the time. We are likely to have 6,000 by Feb. 1, 1894. I give you estimates according to bills for press-work and actual lists of subscribers.

"DO NOT PLACE US LESS THAN 5,000."

To make assurance doubly sure the *Christian Advocate* management on one occasion caused its attorney to address the following letter to the Directory publishers:

OMAHA, Neb., Oct. 25, 1894.

Geo. P. Rowell & Co.:

MESSRS.—The Methodist Publishing Company, of this city, complain that they have been greatly injured by too low rating of the

Omaha *Christian Advocate* in the newspaper annuals, and have concluded to see if there is any redress in the courts if the offense should be repeated. We, therefore, give you warning that they intend to prosecute any and all firms who give in their newspaper annuals a rating of less than 6,500 to the Omaha *Christian Advocate*, that being the actual circulation according to the bona fide subscription list. Yours,

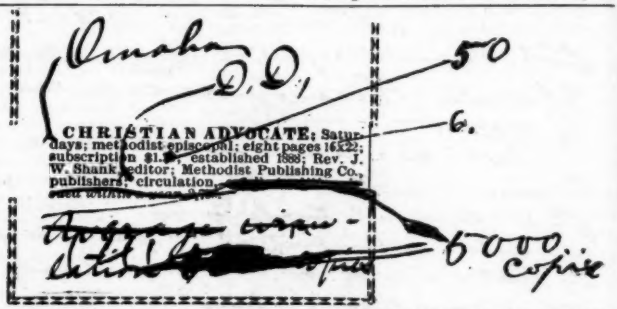
N. L. Day

Attorney-at-Law and Counsel for the Methodist Publishing Company.

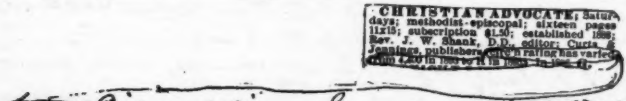
That this lawyer's letter bore some fruit may be seen by the rating accorded in the last issue of Ayer's Newspaper Annual, for there the circulation of this paper is stated at 6,000 copies.

In speaking of Mr. Shank's case the editor of the American Newspaper Directory said that he had once paid $100 to some one who proved that *Svenska Journalen*, a Swedish paper at Omaha, had imposed a lying circulation statement upon the Directory, and at another time he had paid another $100 to a newspaper man in Lincoln who proved that Mr. Rosewater's great daily, the Omaha *Bee*, had also imposed upon the Directory by sending in a lying circulation report. He said that Mr. Rosewater was at the time paying PRINTERS' INK $2,600 a year for advertising, and had the effrontery to publish a card in the *Fourth Estate* to the effect that the reason why he was exposed was *because he did not* advertise. Omaha being the one place where the Directory has in times past been put to the greatest expense and been called the hardest names on account of its labors in the direction of honest circulation ratings, the editor says he now feels like looking into the merits of circulation claims from that growing metropolis.

There are three classes of newspaper publishers—first, those who believe an advertiser is entitled to know their circulation and are willing that he should and to take any and every step desirable for accomplishing the purpose; second, those who wish to have an advertiser *think* that they wish to have their circulation known, but are determined to avoid that result by every means possible; third, those who believe that their circulation is a private matter and concerns no one but themselves, and that inquiries concerning it are an impertinence. Publishers of the first and third classes are honest men, but those of the second class are not. Every publisher who reads this knows in which class he belongs.—*Editorial in* PRINTERS' INK, *Oct.* 13, 1897.



FAC-SIMILE OF MR. SHANK'S TERGIVERSATING CIRCULATION STATEMENT, FURNISHED TO THE AMERICAN NEWSPAPER DIRECTORY IN 1893.



FAC-SIMILE OF MR. SHANK'S TERGIVERSATING CIRCULATION STATEMENT, FURNISHED TO THE AMERICAN NEWSPAPER DIRECTORY IN 1897.

IMPRESSIONS BY THE WAY.

By One of Printers' Ink's Pupils.

Rochester is a city of homes, and the newspapers do not sell many copies on the street. Possibly an exception might be made in favor of the *Democrat and Chronicle*. In the matter of street sales it has five times as many as any other paper, so far as I could learn, and this fact certainly shows itself to a stranger arriving in the city. I think the sales of one representative stand show the conditions in regard to street sales: *Democrat and Chronicle*, 25; *Union and Advertiser* 5; on Saturdays, *Union and Advertiser*, 10; *Times*, 3-5; *Post-Express*, 3-5; *Herald*, none. The impressions formed in my mind from what I could see and learn of in comparison with the American Newspaper Directory would be that the *Democrat and Chronicle's*, as well as the *Union and Advertiser's*, figures are truthful, but that the ratings accorded the *Post-Express* and *Herald* are somewhat too high; also that the *Times* is gaining on its field. It must be understood that these are simply impressions gleaned from going to all parts of the city and using my tongue and my eyes.



Buffalo.—In the morning field, we have the *Express* and *Courier-Record*. The *Express* has the best class of readers. The *Courier-Record* is a paper for the masses, and to-day claims to print 50,000 copies. It is climbing up-hill, fighting hard, but in an unsettled position. In the evening field there are the *Commercial*, the *News*, the *Times* and the *Enquirer*. The paper of character is the *Commercial*. It occupies in the evening field the same position as the *Express* does in the morning field. The *News* is the paper having the largest circulation. Taking the whole field, my impressions are that the papers with the quality in circulation are the *Express*, morning (16,466), and the *Commercial*, evening (12,419). I believe there can be no doubt as to this. The paper of largest circulation is the *News*, and its position in this respect is admitted by all of its contemporaries except one. I myself believe that the *News* has the largest circulation and that the figures in the Directory are correct. The figures given by the *Express* and *Commercial* are truthful, too. The *Enquirer* is controlled by the same publisher as the *Courier-Record*, and it invites the public to come in and see its sextuple press rolling off the papers; in fact, you can walk right through the counting-room and see the press at work. The *Times* sells a little better than the *Enquirer*. The German papers are not seen at all on sale. When I asked the reasons for this, I was told that the city circulation of the German papers was delivered by carriers.

Baltimore.—The *Sun* shows out pre eminently in its field. It is the paper one sees people buying in the railroad cars in the morning before you get to Baltimore and the one read by people from Maryland who are as far west as Pittsburg. You don't see any other Baltimore paper so much sought after. When you get to Baltimore, your good opinion is much strengthened when you perceive how well it sells in the streets and how widely it is apparently read. The position it holds seems all the more curious when you learn how they do business. It is conservative and old-fashioned in many respects and it rather glories in it. I was told that it has no open ledger accounts with advertising patrons, it allows no commission on advertising, has no advertising solicitors, owns the carrier routes and the carriers on these routes deliver no other paper. No returns are allowed except to the news companies and out of town dealers. One other curious feature crops out during election time, viz., candidates writing letters accepting nominations and persons who write letters to the editor telling what they think of matters of public interest, must pay regular rates to have them published. Such letters and communications are inserted in other newspapers all over the country as items of news, but here the writer or candidate pays for them as advertisements. Such things seem to be contrary to the rules for managing a successful newspaper, but the *Sun* is the paper which is the exception, for it

stands out in bold relief as the paper of the city and the State. I asked if they did not consider the idea of changing their methods, of breaking column rules for advertisers, admitting full-faced type and allowing il ustrations. Like the Scotchman who answered one question by asking another, I was asked why they should change any of their methods while they were making money and holding their position with rules which, while old, made money and a successful paper. It is a close fight between the *American* and *Herald* for second place, I think, with the advantage, if any, in favor of the *Herald*. In some parts of the city the *Herald* is considered better and in others the *American*. The *World* (evening) is the paper for the masses. The *News* (evening) is after quality in circulation and getting it without any competition. One of the curious things here is that the morning papers, *Sun*, *Herald* and *American*, have each a much larger circulation than any of the evening papers; instead of the evening papers having the largest circulation the morning papers have it here. The *Record* is the business man's paper, with a limited circulation, read because of its news relating to law, finance and real estate. I didn't see any of the German dailies at all.

Washington.—I went to Washington from Baltimore on a morning train. The only Washington paper that the boy on the train was selling was the *Post*. I thought that strange and waited until I got to Washington and when I did, I saw no newsboys on the streets at all. In the afternoon, the *Star* and *Evening Times* were selling right along and so far as I could judge, and do so impartially, I could not notice that either of them had an advantage. Next morning I was out early, but compared with the sales of the evening papers by newsboys, the sales of the morning *Times* and *Post* were slim, not even a quarter of the previous afternoon's sales, I should judge. Then I commenced asking opinions of storekeepers, and from what I learned I determined that the *Star* stood first, *Post* second, *Times* third. The *Star* and *Post* are well established, and because of the large number of people who live in Washington who hold good positions and live comfortably, they enjoy a good circulation. I think, however, that it is only a question of time before the *Times* will gain considerably in circulation, for it is going ahead rapidly now. It is the only one-cent paper and has a field and a growing one, too. Washington, it must be remembered, is gradually coming to be a small manufacturing center rather than an exclusive residence city. As for the weeklies, I wasn't at all impressed with them. They all claim large circulations, but how they get them out is what puzzles me. I make one exception and that is the *National Tribune*. It has a large building and a commodious plant, and while in the office I was shown a pile of dollar bills and money orders received in one day's mail for subscriptions. The clerk told me that there were 877 subscriptions at $1 each in the pile, which bore out the statement.

Pittsburg.—In this city the daily papers seem to be all clustered, without any advantage resting on any special one. I would rate them this way:

1st, Dispatch;	Morning.
2d, Times;	
3d, Post;	
4th, Commercial Gazette.	
1st, Chronicle-Telegraph;	Evening.
2d, Leader;	
3d, Press;	
4th, News.	

One of the noticeable things about the newspaper situation here is that the two papers charging more than one cent—the *Dispatch* and *Leader*, both of which sell at two cents—are in popular demand and leading papers. All the other papers sell for one cent.

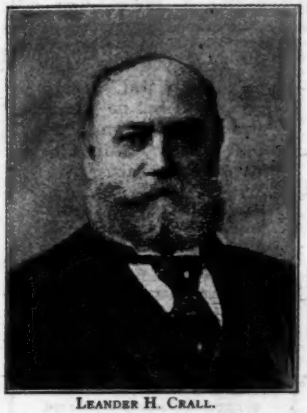
Altoona.—This is a small place and there is not a great difference in the daily papers published. The ratings given in the American Newspaper Directory are exact and bear out everything seen by me. The *Tribune* is the paper having the best class of circulation. It is an old established and conservative newspaper selling at two cents. The *Mirror* and *Gazette* are the evening papers and sell for one cent. At present the *Mirror* has the largest circulation.

Harrisburg, Pa.—I would rate the papers of this town in the following order:

1st, Star-Independent;
2d, Telegraph;
3d, Patriot;
4th, News.

The *Star-Independent* is the paper with the largest circulation and leads all the others in this matter by a handsome majority. The *Telegraph* is a long-established blanket sheet and read by a very good class of people. The

Patriot is the only morning paper, and while I have placed it third, there is so little difference between it and the *Telegraph* in the matter of circulation that it is very near the second paper of the town. It is one of those cases where the decision must be a matter of opinion only. The *News*, I think, is losing prestige. P. D.



LEANDER H. CRALL.

The "bean of the special agents," whose memory goes back —*Fourth Estate, Oct. 7.*

OLD FIELDS BEST.

Recently one of our large advertisers, who sells an article with which he has to meet keen competition, and who uses several hundred papers, stated that he received the best returns from localities where his hardest trade battles were fought, and where his competitor was doing the best business. When the opposition had the entire field, he would jump into the fight and use every paper in the district with the unvarying result that they would both do better than if left alone. While it paid to open up new territory, the returns were not so large in proportion to the money expended on advertising as they were from the older territory. Patent medicine men claim to get similar results, and it is a strong argument in favor of keeping everlastingly at it when once you start to advertise. Do not jump all over a big field but concentrate your efforts somewhat and better results will be obtained. Stick to the papers in which you have started unless there is good reason to make a change.—*Agricultural Advertising.*

VICTIMS OF ONE EXPERIMENT.

The paths of advertising are strewn with the wrecks of those who staked their all on one experiment—perhaps one medium. No medium exists about which it may be truthfully said, "If this fail, all else will fail." Another trial in a different medium might have made a great success. "Of all sad words of tongue or pen, the saddest are these: 'It might have been.'"—*Advertising Experience, Chicago.*

MR. PATTESON'S DYSPEPSIA.



Almost with the regularity of clockwork, writes Mr. Charles S. Patteson, editor of *Newspaperdom*, I used to feel about 11 o'clock that something had gone wrong with my breakfast. Especially was this true if I had had a restless night. My stomach, continued he, is under the standard as to strength, and it used to seem at those times to act only indifferently, and sometimes to even stop work. Clouds would come before my vision and then a slight nausea would be felt. Years of that sort of thing had made me know the symptoms as well as I know my name, but since I learned about Ripans Tabules I have practically overcome the difficulty, and it is not often that any one gets as enthusiastic over anything as I do over them. Nowadays, whenever I recognize the old familiar symptom, down goes one of the blessed little concentrated boons, and in a few minutes the visual clouds lift, discomfort passes away.

Readers of *Newspaperdom* will note that since Mr. Patteson had recourse to Ripans Tabules his dyspepsia, although checked, is not quite cured. As a consequence his weekly attacks on PRINTERS' INK and the American Newspaper Directory are intermittent instead of regular. Ripans Tabules clear the mind, dispel vapors, inculcate cheerfulness and can transform the most brutish ruffian into a gentle and companionable litterateur and good fellow. Relapses, however, are liable to occur if the habits are persisted in that brought on the original disease. With unlimited Tabules and moderation in eating and drinking the path of the editor of *Newspaperdom* will soon be strewn with roses and every rose will be as thornless as a poppy.—[ED. P. I.

IRON CLAD.

THE ROYAL BAKING POWDER COMPANY'S CONTRACT.

"BELOIT DAILY NEWS,"
"BELOIT WEEKLY NEWS,"
WorthIngton & Howell, Publishers.
Handsomest paper in Wisconsin.
We print everything from a tag to a dictionary.
BELOIT, Wis., Sept. 25, 1897.

Editor of PRINTERS' INK:

The Royal Baking Powder Company and ourselves are in dispute, and, neither being willing to yield, we offered to submit the matter to PRINTERS' INK and abide by its decision. Royal rejects the offer. The facts in the case are these:

On June 25 last we published an extra display advertisement of the Price Baking Powder Co., copy of which is inclosed, at our regular rates. At the same time we were running regular ads for both the Royal and Price people. Early in July Royal wrote us to the effect that we had violated our contract with them and that reparation could only be made by publishing gratis a special display advertisement, copy of which is inclosed, and also a lengthy reading notice. We advised them in return that the advertisements would be inserted by us at our usual rates, but we declined to give them space for nothing. Considerable correspondence followed, with no result except that Royal refused to pay us for several months' advertising done prior to the insertion of the Price special display advertisement.

DR. PRICE'S

Cream Baking Powder

World's Fair Highest Award.



Official Pen-Outline Showing Both Sides of World's Fair Medal Awarded Price Baking Powder Co.

This should settle the question of the World's Fair award to Dr. Price's Cream Baking Powder. It is a shallow subterfuge of a would-be competitor of this company to continue advertising as it has been doing, that "No baking powder received an award over it at the World's Fair," when as a matter of fact, it was not even an exhibitor—as the following statement from the chief of awards proves.

J. S. Browning, chief of awards, makes the following declaration: "Neither the records of this department nor the official catalogue show that the Royal Baking Powder was an exhibitor, consequently it could not receive an award." Such duplicity amounts to nothing more or less than deliberate fraud.

With all their claims no medal is shown.

Price Baking Powder Co.

Finally we offered to let PRINTERS' INK decide whether or not Royal was entitled rightfully to the free advertising requested.

Their reply, our contract with them and other documents in evidence are herewith furnished you. Possibly you will discuss the matter in the next numbe. of PRINTERS' INK. Very respectfully,

WORTHINGTON & HOWELL.

ROYAL BAKING POWDER CO.,
100 William St.
NEW YORK, Aug. 11, 1897.

Advertising Department "News," Beloit, Wis.:

We have your letter of Aug. 9.

We certainly shall not submit for adjudication any of our matters to outside parties. Such a course could never be necessary, as we are not in the habit of claiming anything that is not just. You should need no other referee than the dictionary to convince you that the charge of "deliberate fraud" is defamatory. If you can not see that such a statement is calculated to take away from our good name or defame us, then it would seem that you are not in a position to execute any of our contracts, for we could not know what interpretation you might place upon the plainest English phrases.

THE official reports show that no baking powder received an award over the Royal at the Chicago World's Fair.

The judge of awards on baking powder writes that the claim by another company to have received the highest award is false; that no such award was given to it.

The Royal Baking Powder is the purest and strongest baking powder made, and has received the highest award at the Great International Expositions and World's Fairs wherever exhibited in competition with others.

It makes the finest, lightest, sweetest, most wholesome bread, cake and pastry. More economical than any other leavening agent.

ROYAL BAKING POWDER CO., NEW YORK.

We aim to do our business with the newspapers amicably and without dispute. If there are any with which we can not do it on that basis, we prefer not to have relations with such at all.

Therefore, while the matter of our old contract is in such an unsatisfactory condition, and you decline to do anything to make good your breach of agreement, it would not seem desirable to accept your suggestion to discuss terms for a new contract. Very respectfully, ROYAL BAKING POWDER CO.

Office of
PRICE BAKING POWDER CO.,
Michigan St. and Dearborn Av.
CHICAGO, Sept. 23, 1897.

"*News*," *Beloit, Wis.:*

We have before us your letter of Aug. 27th, which has been mislaid, or would have been answered sooner. Inclosed we return the Royal letter, and note what they say. Your course is eminently proper. If you insist upon it, payment will have to be made you for all work done. If they consider the retaining of the amount they owe you as being

The announcements, of which reduced reproductions are given on this page, were, in the original, seven-inch double column advertisements.

ANNUAL CONTRACT.

Publisher News
Beloit
Wis.

From
ROYAL BAKING POWDER CO.
106 Wall St. New-York, MAY 26 1896

On completion of old order, please continue our advt. for another year, as per following memorandum:

MEMO. OF CONTRACT.

Space, 3 inches (1½ inches double column)
With additional space as required.
Time, one year. Issue Daily and Weekly
No. Insertions 312 D. 52 W.
In all issues, copies or editions published.
Position: ~~top of page, one whole side next reading and followed by reading, entire width, one col. or more~~ apart from other adv'g.
bottom first page Weekly and
Page three lower left corner D. top of page first W and first or third D of
Price Five (5 cts) dollars D. Eight (8 cts) dollars W. given to any foreign ad.
Additional space at proportionate rate.

Pure reading matter, apart from other advertising, upon such pages (used for this kind of advertising) and in such issues and quantities as may be required, 3 cents per counted line, to cover one insertion in both Daily and Weekly.

This contract is renewed with the condition, as before, that you shall not impair the value of the advertising hereby contracted for by the publication in the advertisements of our competitors of any attack upon or matter defamatory of ourselves or our goods by name.

In case of change in "make-up" of Paper, we are to have a correspondingly good position.

Bills payable quarterly, at the end of each quarter, by check only, on receipt of bill. Drafts for advertising bills not accepted.

ROYAL BAKING POWDER CO

R

(SEE OPPOSITE PAGE.)

ample recompense they certainly can not consider themselves damaged to any great extent, whereas if they were to make any false statement concerning us we should not bother the paper printing same but would hold them to account for it. They, of course, would not invite the investigation that your proposal to refer the matter to a third party would involve, nor would they take the matter up with us, as they know our statement is but too true. Yours truly,

PRICE BAKING POWDER CO.

In this case the Royal people are right.

Their contract, reproduced on preceding page, provided: "You shall not impair the value of the advertising hereby contracted for by the publication in the advertisements of our competitors of any attack upon or matter defamatory of ourselves or our goods by name." The advertisement of the Price Company is an attack. It charges "duplicity" amounting "to nothing more or less than deliberate fraud."

The Royal people were right in refusing to refer the case to outsiders, for they had made their position as strong as language could make it.

The *News*, having violated its contract, it was proper for the Royal people (if they desired to do so) to state the terms upon which they would overlook or condone the fault.

It was the privilege of the *News* to accede to the demands made by the Royal people, whether reasonable or otherwise; failing to do this they are getting off easy by forfeiting the unpaid balance due for work performed.

Newspaper men should read contracts before they begin to act under them, and after reading and accepting should do as they agree.—[ED. P. I.

AN OBJECT LESSON.

These late devices to coax buyers into New York, and to "round them up," as it were, at the headquarters of the local associated merchants, has been a most valuable object lesson for merchants in other cities. There is no reason why New York should have a monopoly of these methods of securing trade. She has simply got in ahead, and if she keeps the lead it will be only because of the superior zeal and push of her merchants. It is not likely that the associated New York merchants will relax their efforts in this line when the regular annual buying season closes. They have been so well rewarded that the headquarters of the associated merchants will be kept open all the year and the active membership strengthened for the return of the next buying season. New York has made a relatively new idea to blossom into a remarkable success.—*Boston Globe.*

THE commercial journalist's newspaper is very seldom to his taste. He usually reads and would prefer to conduct some other paper than his own.—*Scribner's Magazine.*

LARGEST PAID CIRCULATION.

PRINTERS' INK asks: "What paper has the greatest circulation?" and replies, "the paper of tobacco." It might say with still greater truth: "The greatest paid-for circulation!"—*Tobacco.*

TO BE ADVERTISED.

A sentinel having addressed the Empress as Fraulein, the German Emperor has ordered a portrait of her Majesty to be hung up in all the barracks of Germany.—*Philadelphia Saturday Evening Post.*

TRUE ENOUGH.

Advertising is a business like any other, where there are successes and failures according to the aptitudes and abilities of those who engage in it.—*Advertising Experience.*

NOTES.

THE *Lake Edge Farm Dairy*, of Madison, Ill., makes an excellent advertising pamphlet by reprinting an article about itself from the Chicago *Inter Ocean.*

A KANSAS CITY judge offers opera tickets with every marriage certificate.

THE Mesritz Clothing Co., of St. Louis, utilizes the H.-O. bellman or crier in its local announcements.

DR. HARTER, the founder of the Dr. Harter Medicine Co., uses pages in religious papers to insert his picture, with the following matter underneath: "Milton George Harter, M. D., discoverer of Dr. Harter's celebrated Iron Tonic and founder of the Dr. Harter Medicine Co."

A BROOKLYN clothier has this card on a pile of bargain pants in his window:

"Some call them trousers,
Some call them pants;
We call them cheap at $3."

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE HEBREW WORLD."

Two Opinions.

A Back-biter Converted

W. L. Douglas, the shoe man, conducts two offices in Brockton, Mass., and one of them is a newspaper office. Mr. Douglas' newspaper is the Brockton *Times*, and it is a very good paper. In its issue of Saturday, August 21, the *Times* inserts this very interesting notice:

The *Times* will submit the following from the August issue of the *Massachusetts Editor*: "If there is a firm of directory publishers in more universal contempt among newspaper publishers, or more justly so, than Geo. P. Rowell & Co., 10 Spruce street, New York, it hasn't yet been made manifest. * * * Broadly speaking, the only good words the American Newspaper Directory, or their other organ, PRINTERS' INK, has to say is of those papers which submit to being 'hung up' by this firm."

From Mr. Douglas' other office a whole lot of advertising in newspapers is contracted for, and at that office they entertain an excellent opinion of the American Newspaper Directory, as expressed in a letter dated Brockton, October 8, 1897: as follows:



W. L. DOUGLAS.

The American Newspaper Directory is one of the essentials of the advertising department of the Douglas shoe. **W. R. BUCHANAN,**
Publisher BROCKTON TIMES.

Turning to the Directory—June and September issues for 1897—one finds a page advertisement of the Brockton *Times*, costing $100, occupying a position opposite the description of the Brockton papers, whereby it would appear that the *Times* is one of those papers that *submits to being "hung up" by the publishers of the Directory.*

There may have been many cases where publishers wished to be "hung up" by the Directory and hoped thereby to get such circulation ratings as would enable them thereafter to speak "only good words" of the Directory: but it seems that in the case of the *Times* the plan did not "pan out" that way. Perhaps it is because such schemes never do "pan out" so, that Mr. Douglas' business office, from which he makes advertising contracts, places so high a value upon the information the Directory so carefully and conscientiously conserves for his use.

Perhaps the case would be made plainer by reproducing here something more of the letter from Brockton dated October 8, 1897. It reads:

I hand you a detailed statement of the circulation of the Brockton *Times* for the first 9 months of 1897. I trust it is properly signed and verified, and will reach you in season to be recorded properly in the December issue of the American Newspaper Directory (which, by the way, is one of the essentials of the advertising department of the Douglas shoe).

Accompanying this letter was a circulation statement, properly signed and dated, showing the *Times* to be entitled to a circulation rating actual average for 9 months ending September, 1897, 13,661 copies. It was the absence of such information in the past that has caused the *Times* to be rated in a way not wholly satisfactory, perhaps, to its publisher. Wherever a newspaper man exists who is inclined to criticise the circulation ratings accorded to his paper in the Newspaper Directory he will, if he examines into the cause, come out as the publisher of Mr. Douglas' Brockton *Times* has come out; that is, in the discovery that the fault has arisen from his failure to furnish the necessary information in a form that was definite.

Between pages 51 and 62 of the American Newspaper Directory for 1896 there is printed an interesting illustration of the case of the Philadelphia *Record*, whose publisher thought he had not been well used by the American Newspaper Directory, but found, on investigation, that the fault lay in his own office, and he was manly enough to say so. There are dozens of publishers who would do well to read that story of the Philadelphia *Record*. Any one who has not a copy of the 1896 edition of the American Newspaper Directory can have one by sending 30 cents for postage, for, although it is a $5 book, it is out of date now, and the publishers are sorry to admit they have still a couple hundred copies on hand.



A FULL page advertisement devoted entirely to corsets, in so big a paper as the Philadelphia *Record*, certainly deserves reproduction in PRINTERS' INK as one of the "curiosities of advertising."

ADVERTISING MAKES BUSINESS.

I don't care how big and rich and widely known a concern is, let it take its ads out of the papers for say two seasons and it will never again be able to catch up. Why, some dealers take it to be a sure sign that a company is falling back, perhaps getting ready to make an assignment, when it stops its ad and keeps out for a longer time than usual. Right here I want to say that I don't think there is a class of men on earth who read ads closer and attach more significance to them than the average retail dealer. You can send him all the catalogues, circulars, letters, etc., you please, but unless he can find your ad in his trade paper he don't count you as being in the front rank. Some of our most successful traveling salesmen tell us that if they had to do without one or the other, our catalogue or the trade journals containing our ads, that they would leave the catalogue behind. No business man can afford to let his ads drop out of the papers that reach his customers. I would almost as soon think of using cheaper material in the construction of goods themselves, because the loss would not be nearly so sudden.—*Farm Machinery.*

QUIET MISSIONARY WORK.

Literary Critic (laying down a new book)—I wish every maid, wife and mother in the country could read that book.

Able Editor—Well, run in a line to the effect that that book is one which no woman should be allowed to see.—*The Yellow Book.*

WHAT SOME PUBLISHERS ASSERT.

The paragraphs printed in this department, like all other reading matter in PRINTERS' INK, are inserted without any charge or payment. A publisher who has a good story to tell, that he believes to be true, is invited to tell it as tersely as he can in from ten to one hundred words, more or less, setting up the best and most substantial claim or claims that he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons if they seem desirable. The publisher will remember that what he sends is published as *coming* FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*. *"I said in my haste all men are liars."—David in Psalm cxvi. ii.*

CALIFORNIA.

Los Angeles (Cal.) *Evening Express.*—The *Evening Express* guarantees to its advertisers the largest circulation of any newspaper published in Southern California (with one exception). (1)

Oakland (Cal.) *Enquirer.*—The *Enquirer* enjoys the distinction of being the principal newspaper. It has the cordial support of all classes of people and reaches more families than all other Oakland papers combined. (1)

Riverside (Cal.) *Enterprise.*—Largest daily and weekly circulation in Riverside County. Only paper published between Los Angeles and San Diego that owns and uses a Mergenthaler Linotype type casting machine. (1)

San Diego (Cal.) *Evening Tribune.*—Circulation guaranteed the largest south of Los Angeles. (1)

San Francisco (Cal.) *Illustrated World.*—The *World* has a larger circulation than any other weekly on the Pacific coast. It is read by everybody. (1)

GEORGIA.

Lawrenceville (Ga.) *News.*—Best weekly advertising medium in Georgia. All home-print. Guaranteed circulation 1,600. (1)

ILLINOIS.

Chicago (Ill.) *Furs and Leather.*—Our "Want and For Sale" columns are widely read and very useful for purchasing or disposing of new or second-hand machinery; for buying, selling or renting factories or tanneries, and for hiring help or obtaining situations. You can buy or sell hides and leather in these columns. (1)

Joliet (Ill.) *Republican.*—The daily contains more home news, is the neatest paper and best advertising medium in Joliet, Illinois, "The Great Manufacturing City." The weekly, the best, the newsiest, and it reaches the great masses of the farmers in Will County. (1)

Marshall (Ill.) *Clark Co. Herald.*—The leading paper in Clark County. (1)

IOWA.

Clarinda (Iowa) *Herald.*—The best advertising medium in Southwest Iowa. (1)

Dubuque (Iowa) *Telegraph.*—The largest daily paper published in the State of Iowa. City circulation six times that of any other paper published. General circulation daily exceeds that of any paper published in Iowa. (1)

Dubuque (Ia.) *Telegraph.*—City circulation six times that of any other paper published. General circulation daily exceeds that of any paper published in Iowa. (1)

Red Oak (Iowa) *Express.*—Is one of the oldest papers in this section. Is the official Republican paper of city and county, both of which are Republican by nearly two to one. It is all home-print and is folded, cut and pasted by machinery. Its mechanical get-up is the very best—high-grade paper and new type. Its proved circulation in the county exceeds any competitor by more than two to one. (1)

KANSAS.

Leavenworth (Kan.) *Times.*—Largest daily and weekly circulation in Leavenworth and the State of Kansas. (1)

Topeka (Kans.) *Capital.*—*The newspaper of Kansas.* (1)

KENTUCKY.

Richmond (Ky.) *Register.*—The oldest and largest paper in Madison County. (1)

MAINE.

Bath (Me.) *Times.*—The only daily in Sagadahoc County. (1)

Bridgton (Me.) *News.*—The *News* is the only newspaper in Northern Cumberland, with a large local circulation in Cumberland and Oxford as well as a fair general circulation throughout the State and country. It is established on a secure basis and is recognized as among the most influential weeklies of the State. As an advertising medium it is A1. (1)

MASSACHUSETTS.

Boston (Mass.) *New England Farmer.*—The only distinctively New England agricultural paper. The leading and best agricultural paper. (1)

Brockton (Mass.) *Times.*—The *Times* has the largest paid circulation of any daily newspaper in Massachusetts published outside of Boston. (1)

The Fall River (Mass.) *Daily Globe.*—Largest circulation in the city with a population of a hundred thousand.

MICHIGAN.

Detroit (Mich.) *Foundry.*—The *Foundry* goes to more foundries and is read by more foundrymen than all the trade journals in America combined. The only paper published in the interest of the foundry business. (1)

Elsie (Mich.) *Sun.*—A local paper giving special attention to mail order advertising. (1)

Owosso (Mich.) *Evening Argus.*—The subscription list of the *Evening Argus* is made up of the best people in Shiawassee County.

EXPLANATIONS.

(1) From other printed matter emanating from the office of the paper and used in connection with its correspondence, including circulars, cards, booklets or other printed matter put out by the paper.

(2) Extract from a letter or postal card.

(3) Extracts from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

They are a desirable class to reach through advertising. No dead beats carried on the list. (1)

MINNESOTA.

Minneapolis (Minn.) *Farm, Stock and Home.*—Whenever put to the test, *Farm, Stock and Home* has always been found the most economical advertising medium in the Northwest. Largest Northwestern circulation. (1)

MISSISSIPPI.

Columbus (Miss.) *Dispatch.*—The best advertising medium in East Mississippi. (1)

MISSOURI.

West Plains (Mo.) *Champion Gazette.*—Largest circulation in Howell County. (1)

NEBRASKA.

Talmage (Neb.) *Tribune.*—A weekly newspaper that makes money for its patrons and itself. (1)

NEW JERSEY.

Camden (N. J.) *Independent.*—Largest weekly circulation in Southern New Jersey. (1)

Dover (N. J.) *Morris Journal.*—Newsiest paper in the county. (1)

Washington (N. J.) *Star.*—The sworn average weekly circulation of the *Star* for six months, ending July 1, 1897, was 3,118 copies. It has more subscribers than any three other Warren County newspapers combined. (1)

NEW YORK.

New York (N. Y.) *Cheerful Moments.*—Reaches more agents and mail order buyers than any other paper of its class and has a sworn circulation of over 100,000 copies each month. It is one of the best mail order mediums published. (1)

Niagara Falls (N. Y.) *Journal.*—An advertising medium that reaches 8,000 readers. Greatest weekly in city and county. (1)

Rochester (N. Y.) *Casket.*—Enterprising, aggressive, practical, accurate, artistic. We're alive. Progressive, unbiased, impartial, vigorous. (1)

Schenectady (N. Y.) *Daily Gazette.*—The *Daily Gazette* has the *largest circulation* of any paper published in Schenectady. (1)

Troy (N. Y.) *Times.*—Largest circulation in the State outside of New York City. (1)

NORTH DAKOTA.

Fargo (No. Dak.) *Vierde Juli & Dakota.*—The only Scandinavian newspapers in the Twin Cities of the Red River Valley. (1)

OHIO.

Clarington (Ohio) *Independent.*—"Monroe Co.'s brightest and best newspaper." (1)

Findlay (Ohio) *Republican.*—Newspapers that always lead. (1)

Mt. Gilead (O.) *Union Register.*—Oldest paper in Morrow County. (2)

Norwalk (O.) *Die Columbia.*—Leading German paper of Huron County. (1)

Norwalk (O.) *Teachers' Program.*—Circulates throughout the United States.

PENNSYLVANIA.

Carbondale (Pa.) *Evening Leader.*—Circulates among the best class of people in the great Lackawanna Valley. Over 50,000 population in the territory covered by the daily and weekly editions. (1)

Connellsville (Pa.) *Courier.*—The best medium in the Connellsville coke region. The best equipped job office in Fayette County. (1)

Edinboro (Pa.) *Educational Independent.*—Circulation 20,000. Proof of circulation made a condition of all advertising contracts. No proof, no pay. (1)

Greensburg (Pa.) *Tribune.*—This interests you! The *Daily Tribune* guarantees its circulation to be double that of any other Greensburg daily paper. The combined circulations of it and the *Tribune-Herald* (weekly) are over 300,000 more per year than the combined circulation of any other two papers published in Greensburg or in Westmoreland County. No position on notices. Objectionable advertisements not inserted. (2)

Montrose (Pa.) *Independent Republican.*—Circulation greater than all the other papers in the county combined. (1)

Philadelphia (Pa.) *Record.*—The circulation of the *Record* is exceeded by only one daily newspaper in the United States. (1)

Pittsburg (Pa.) *Illustrated Star.*—Conceded to have the largest circulation of any weekly paper in Pennsylvania outside of Philadelphia. (1)

Reading (Pa.) *Review.*—The sworn circulation of the *Daily Review* is exceeded by but one newspaper in Berks County. Reading's leading evening paper. (1)

SOUTH CAROLINA.

Greenville (S. C.) *Baptist Courier.*—Only paper published in South Carolina exclusively in the interest of 90,000 white Baptists. (1)

Lexington (S. C.) *Dispatch.*—Best advertising medium in Central South Carolina. (1)

Spartanburg (S. C.) *Headlight.*—Official organ of Spartanburg, the largest, most popular and wealthiest county in the State. The *Headlight* visits nearly every family in this county and has a general circulation over the State. (1)

SOUTH DAKOTA.

Sioux Falls (So. Dak.) *Argus-Leader.*—Evening edition has a circulation in the city and vicinity of 2,000. Morning and noon editions not circulated in the city, but have a circulation of 3,000 throughout the State. Weekly edition has a circulation of 2,500 in Southeastern South Dakota, Southwestern Minnesota, and Northwestern Iowa. Total circulation more than double that of any other paper in the State and rapidly growing. (1)

TENNESSEE.

Nashville (Tenn.) *Youths' Advocate.*—I consider the *Youths' Advocate* the best medium that I have found to reach the young and middle-aged people. My ad has only appeared one time in this paper, and we have received better returns from the one insertion than we have received from the same ad in several educational journals and two daily papers all combined.—H. C. HOLT, President Students' Register Co., Nashville, Tenn., May 4, 1897. (1)

TEXAS.

McKinney (Texas) *Democrat.*—Circulation unequaled in Collin County. (1)

Sherman (Texas) *Democrat.*—Largest city and county circulation. Nineteen years under same management. (1)

WASHINGTON.

The Seattle *Post-Intelligencer* guarantees its advertisers a bona fide paid circulation, daily, weekly and Sunday, double that of any other newspaper published in the State of Washington. Advertising contracts will be made subject to this guarantee. It covers the State. (1)

Seattle (Wash.) *Ranche and Range.*—The only strictly farm and stock weekly in the Northwest. (1)

WISCONSIN.

Baraboo (Wis.) *Republic.*—Official county and city paper. (1)

ATLANTA "CONSTITUTION."

Col. W. A. Hemphill, the founder of the Atlanta *Constitution*, visited the office of PRINTERS' INK on Friday, Oct. 8, and produced such evidence as entitled him to the check for $25 that has been offered by the editor of the American Newspaper Directory to any one who would bring satisfactory proof that the weekly edition of the Atlanta *Constitution* had averaged 40,000 copies for a year past. The colonel smiled grimly as he folded the check away in his wallet. The average issue for a year, as shown by Col. Hemphill's statement, which is here reproduced, was 109,159. The smallest issue within a year was 80,000, and that was for Christmas week in 1896. It has only been below 100,000 copies four times in 1897.

The editor of the American Newspaper Directory had also offered a year's subscription to PRINTERS' INK to any one who would prove that the

Press Register of Weekly Constitution
figures include all printed for regular subscribers
kind for sample copies, every copy printed is mailed
except an average of 50 or 75 for spoiling purposes

1896						
Oct	5	90.000		Forward		4 204 800
	12	101.000	July	5		108 000
	19	92.000		12		103 000
	26	105.000		19		105 200
Nov	4	95.000		26		103.000
	9	90.000	Aug	2		118.000
	16	91.800		9		121.000
	23	100 000		16		107.000
	30	100.000		23		103.000
Dec.	7	110.000		30		102.000
	14.	116.000	Sept	6		170.000
	21	80.000		13		102.000
	28	100.000		20		125.000
1897				27		104 500
Jan	4	125.000				5.676 300
	11	100.000				
	18	95.000				
	25	94.000				
Feby	1	94.000				
	8	100.000	52	5.676.300		109,159 +
	15	95.000		52		
	22	145.000		476		
Mch	1	150.000		468		
	8	125.000		83		
	15	115.000		52		
	22	125.000		310		
	29	125.000		260		
Apl	5	120.000		500		
	12	110.000		468		
	19	115.000		32		
	26	105.000	Average circulation all told			109,159
May	3	107 000				
	10	142.000				
	17	105.000				
	24	106.000				
	31	103.000				
June.	6	103.000				
	13	130.000				
	20	103.000				
	27	103.000				

This statement is strictly true. (illegible) 1897.

RECEIVED OCT 8 1897 GEO. P. ROWELL & CO.

Sworn to & subscribed before me Oct 2 1897

W. A. Hemphill Mgr. Weekly Dept

Atlanta *Constitution* had *ever* printed an edition so large as 160,000 copies. Col. Hemphill says—and PRINTERS' INK believes him when he says it—that on the 6th of September the *Constitution* did print 170,000 copies, although its issue on the 30th of August and on the 13th of September was only 102,000 copies. Col. Hemphill was undoubtedly entitled to the PRINTERS' INK subscription, and the editor of the Directory cheerfully presented him with a coupon, which Col. Hemphill gracefully accepted. Col. Hemphill asserts that in times past more than a quarter of a million copies of the weekly *Constitution* have been put out of a single issue, and that this has been the fact on not less than half a dozen occasions.

The description of the paper in the December issue of the American Newspaper Directory will be as follows:

CONSTITUTION; every morning, and **WEEKLY**, Mondays; democratic; daily ten, Sunday thirty-two, weekly twelve pages 18x24; subscription—daily $6, Sunday $2, weekly $1; established—daily 1868, weekly 1867; Constitution Publishing Co., editors and publishers; circulation, largest ever accorded to daily was D (Sunday C) in 1892; weekly rating has varied from A in 1891 to B in 1895. In 1896, daily **D**, Sunday **D**, weekly **B**. *Actual average for the year ending with September, 1897—daily,* **18,633**, *Sunday* **26,867**, *weekly* **109,159.**

Whoever may have been responsible for the dodgers put out from the *Constitution* office claiming 160,000 circulation, it may be safe to say that they will not be sent out any more. After his attention has once been called to the irregularity Col. Hemphill is not the sort of man to allow it to be repeated. In consideration of the *Constitution's* change of tactics, PRINTERS' INK agrees not to express a doubt of the *Constitution's* circulation being more than double 40,000 for a whole year to come.

With an average edition of 109,722 weekly, and with 80,000 as the smallest edition within a year, the Atlanta *Constitution* has no occasion to misrepresent its circulation. It is unapproached south of the Ohio river, and is only equaled in four instances in the United States by weeklies published in connection with a daily. The four cases referred to are:

Kansas City Star	111,788
St. Louis Globe-Democrat	113,669
St. Louis Republic	116,320
Toledo Blade	135,960

WHAT IT'S LIKE.

Not following up inquiries is like buying real estate and never improving it, with the difference that the real estate can be sold again while the used advertising space and inquiries can not.—*Advertising Experience.*

THE DANGER LINE OF BREVITY.

There is a numerous family of "preachers of brevity" in the advertising world, and, like all creeds, there is a modicum of truth in their teaching. But there is danger in passing the line of utility in abbreviation of advertisements. Brevity is all right, but, as the Irishman would say, there must not be too much of it. This is a far greater fault than too much prolixity, for, whereas the gleam of truth may be seen in the one, the other is so very brief there is no room for it. —*Michigan Tradesman.*

MEDICAL ADVICE.

This column is edited by a gentleman of large experience as a practicing physician. Give briefly all the more important symptoms of your ailment, and a remedy will be advised for you. As there are numerous communications asking advice for the same disease, the question will be answered only once a week, and correspondents will do well to watch the column day by day. Address all communications to the Medical Advice Department.

A. Reeves.—I have a running of the ear and am slightly deaf. I am a singer. Could the deafness affect my singing voice?

The voice remains unaffected when the deafness is only partial. The ear catarrh should receive personal treatment. Many of these cases can be much benefited and the hearing improved under proper treatment. For the present wash out the running ear with hot water twice a day.

Discouraged.—Begin to treat your nervousness by taking one teaspoonful, in water, after meals, of this mixture: Bromide of soda and tincture of nux vomica, each 15 grams; tincture of valerian, 30 grams; compound spirits of lavender up to 90 grams. Continue this for two weeks and then drop the mid-day dose. At the same time begin taking two teaspoonfuls of elixir of iron, quinine and strychnine before meals.

L. B.—Please give me a diet for sugar diabetes. I have eaten prunes and canned fruit. Is that good? I have taken rhubarb and soda tablets and various pills, but they have not helped me.

In saccharine diabetes sugar and sweet fruits, as well as starchy foods (which in the process of digestion become a form of sugar) must be avoided. Eat no bread, potatoes, peas, beans, corn, corn starch, rice, farina, oatmeal, biscuit, crackers, pastry, cake, ice cream, sugar, candy, beets, sago, tapioca, intoxicants, cocoa and chocolate. Tea and coffee and other substances requiring sweetening may be sweetened with saccharin tablets. You may eat meats, fish, oysters, clams, spinach, lettuce, cabbage, celery, tomatoes, rhubarb, cresses, olives, pickles, cheese, butter, milk, gluten bread, small quantities of stale bread thoroughly toasted, and drink vichy, seltzer, tea or coffee. Avoid sweet fruits. Adherence to diet does more than any medicine in this disease.

Ethel K.—See advice to Mrs. J. A. R.

Minnie H. L.—Hygiene of the skin and diet for pimples will appear to-morrow.

JOHN G. COYLE, M. D.

DOCTORS, otherwise averse to advertising themselves, frequently compromise with their professional consciences by editing for a nominal consideration columns of medical advice in widely circulated publications. At the end of these columns they sign their names, which they thus succeed in keeping before the public.

IN THE QUAKER CITY.

PHILADELPHIA, Oct. 5, 1897.

Editor of PRINTERS' INK:

A public exhibition of the escape of a man, woman and child from a building by the use of a patented fire escape is announced from canvas signs on a wagon, to take place at a certain place and hour every day. Browning, King & Co., leave a neat box containing a sample of their "10-cent collar" at offices, and say "it will be exchanged for your size." The Edison Electric Light & Power Co. have a four-sided glass sign extending down the corner of their building, each word on which is visible at night in succession and the whole name simultaneously by the lighting arrangement. The Columbia Phonograph Co.'s black and gold signs facing on two streets are made attractive at night by a complete border of incandescent lamps, the windows of the house being similarly treated. A sign in one of Wanamaker's windows says "Li Hung Chang knew of Wanamaker leather and shoe goodness, and sent us the shoes here shown as patterns from which to execute his order." The window contains various other Chinese curios. A millinery window at Lit Bros. contains frames and trimmings all in a shade of blue, and a thin gauze of the same shade stretched on the inside of the glass makes the entire effect so "out of the ordinary" that people stop and look. The following are signs in the windows of N. Snellenberg & Co.: "Pleasant surprises await parents and children in our Children's Department—All made right in this store." "Do not judge the excellence of these garments by the prices; cloths were shrewdly bought, prices are unusually saving." "Examine well these trusty shoes; ordered before leather advanced—to your benefit." Cards signs at John Wanamaker's say: "You are looking at the best shirt ever made for 75 cents and the best glove ever sold for $1.00." In a glove window: "36,000 pairs are already here and more a comin'." "These for the wedding day. S. V. P." F. A. PARTENHEIMER.

POLITICAL PLACARDS.

NEW YORK, Oct. 13, 1897.

Editor of PRINTERS' INK:

It is interesting to notice the way politics insinuates itself just now among the business advertising placards on the car panels. Between hair restorers, soups, dress-shields and other goods, the note of argument and warning is now given to the city voter, as is perfectly proper. Some years ago, before it was done to any extent, I was one of the first to discuss its possibilities. I do not see, however, any great genius displayed in the advertising, so far. Some of it will not greatly improve the wayfaring man, though he be *not* a fool.

It is the Tammany managers who ask: How do you like "Reform"? The quotation marks, of course, are the only points that color the question. But will the sneer or disapprobation be effective, so lightly put, to the working class which is addressed?

The Citizens Union simply parallel in a few phrases, former methods from their point of view, with their own. You can see the point here whether you agree with it or not.

Perhaps it would pay the different parties to apply to an ad-smith for better brevities than those already shown. On the station boardings there is room for a brief speech, and those who wait would read it. But I have seen nothing of importance there.

J. BENTON.

IN PHILADELPHIA.

PHILADELPHIA, Oct. 9, 1897.

Editor of PRINTERS' INK:

The sides of a game dealer's wagon show through convex glasses stuffed duck hung by their feet. A Tivola Export Beer bottler's wagon displays a raised imitation of a beer case, from which protrudes bottle necks tinfoiled, which present a striking similarity to the original; his name and business being lettered around the outside of the novelty. "Hecker's Buckwheat" waterproof horse blankets are in evidence. Real estate signs appear on the step risers of trolley cars, an innovation in street car advertising here. "Mouthfuls of Deliciousness" says a confectioner. Pony special deliveries are used by many firms and the "Look Papa!" (or Mama) of children evidently invites more than pa sing notice of parents. Mr. Charles B. Davis, who recently resigned as advertisement writer for Shoneman Bros. to assume a like position with Strawbridge & Clothier, is no longer with the latter firm, but is understood to be doing work for Lit Bros. "Let your feet Breathe" heads the ad of the 'ventilated shoe.' Mundell, the shoe manufacturer, uses the phrase "Built like a Ship" in ads. Provisioners turn the heads of tubs of lard to the street and cover them with different shades of tissue paper fantastically cut, the goods showing through in numerous white spots.

F. A. PARTENHEIMER.

MAKES HIM QUOTE MILTON.

NEW YORK, Oct. 4, 1897.

Editor of PRINTERS' INK:

The inclosed picture is used by Pearline with the caption, "The Washing That's Easy." Can you tell me what it represents?



Whenever I see it I feel like saying, with Milton, "Where and what art thou, execrable shape!"

JAS. MEANS.

A PARCELS POST.

Office of
A. A. VANTINE & Co.
NEW YORK, Oct. 7, 1897.

Editor of PRINTERS' INK:

In our opinion the establishment of a parcel post would very materially benefit the mail order advertising business.

A. A. VANTINE & Co.,
per F. James Gibson, Adv. Manager.

Would the establishment of a parcels post benefit mail-order advertisers to any appreciable extent? PRINTERS' INK solicits the opinions of advertisers in this line of business.—PRINTERS INK, October 6, 1897.

IS IT A MISTAKE?

Office of THE NEVIUS CO.,
422 Broome St., N. Y., Oct. 8, 1897.

Editor of PRINTERS INK:

We too are pupils of the "Little Schoolmaster." We find that in the issue of October 6th, on page 16, a fellow pupil is "telling on us." He claims that we promised in the September *Munsey's* that our book "would be sent on request," and that when he requested it sent to him, a postal card was mailed to him saying that the book would be "ready for mailing about October 15th."

Under the conditions prevailing in our business, it would be impossible to issue the book before the middle of October. We inserted the advertisement in the September *Century*, not *Munsey's*, and mailed to every inquirer the postal card of which complaint is made. Now we in turn would like to ask whether we have made a mistake in our advertising policy, and what better we could have done?

Is not this, by the way, a good illustration of the difficulty in crediting advertisements? The pupil was sure he saw the advertisement in *Munsey's*. We have never yet had an advertisement in *Munsey's*.

Yours looking for light, THE NEVIUS CO.

IN PROVIDENCE.

PROVIDENCE, R. I., Oct. 13, 1897.

Editor of PRINTERS INK:

Potter, the stationer, says it pays him to sell postal cards at 90 cents a 100, as he has an ad of a few lines printed on them extolling a fountain pen. A clothing concern uses one of the new toy flying machines to send skyward a big banner, the lettering of which is so large and plain that it is easily read. The firm had to hire a couple of boys the first few days to go along the streets and point up to the kite, as people had not become accustomed to read advertisements off the earth. A merchant who has been giving "Trading Stamps" with each purchase, tells me he has stopped and put up a placard reading: "Our Prices are too low to give you anything but Good Goods," and his trade is increasing. The Kickapoo remedies are being advertised by putting a couple of Indians in drug store windows. The squaw works on beaded pincushions, and the buck when not smoking the pipe of peace pretends to be sharpening his tomahawk. In one of the furnishers' windows is a big sign reading "A Hold Up—Only 25 cents Taken." Underneath hangs a pair of suspenders. FAX.

IN CHICAGO.

CHICAGO, Oct. 6, 1897.

Editor of PRINTERS' INK:

A sign in a cigar store reads: "One cigar, 5 cents; two cigars, 5 cents; three cigars, 5 cents." A hardware store has a window attraction in the shape of an imitation clock. The hands are nails and the hours are represented by keys, screws and such fixings. On the face of a large clock in front of an express office is painted in red: "Always on time." A medicine for gargling is advertised "to knock the spots out of your throat." A window sign: "Keep your shirt on by using Barnes' collar buttons." "Good times," is in a jeweler's window full of watches. "Here are some nuts to crack," is a placard over a bag of walnuts. "Buy it here," advises a store. "Tired? Come in and rest," is a corner drug store's invitation. "If the shoe pinches, I will fix it," is a cobbler's sign. "There will be a hot time with our stoves this winter," declares a hardware store.

C. E. SEVERN.

GINTER.

The death of Lewis Ginter, at Richmond, Va., brings to mind what persistent advertising will do. Ginter, after serving through the war in the Confederate army, went to New York and settled down in Wall street. His firm went under in the Black Friday crash of 1873. In looking around for a new field of operations, he came to the conclusion that next to whisky and beer the general run of people took to tobacco, and went back to Richmond and formed a partnership with John F. Allen, who in a small way was manufacturing cigars and smoking tobacco. Allen was to buy the raw material and look after the factory, while Ginter went on the road to drum up business. Ginter soon became the king of the tobacco drummers. It was while on the road that he discovered that the cigarette was the coming fad. Accordingly, he began to make a specialty of its manufacture. At the same time he started in to advertise the fact in the newspapers. He confined himself to no particular center, but to the whole country. The magnitude of Ginter's advertising scared his partner Allen, so that at the end of the year he sold out his share of the business for $60,000. Ginter then bulged ahead, advertising heavier than ever. In a few years he found his business worth millions. Later on, when the Cigarette Trust was formed, Ginter's business was valued at $7,000,000. That was the sum paid for it by the American Tobacco Company. Ginter did not want to sell, but was finally forced to, fearing the trust had it in their power to ruin him. He was offered the presidency of the new concern, but declined. Ginter's estate is estimated at $10,000,000.—*Philadelphia Evening Star.*

SPECIFIC ADVERTISING COUNTS.

It strikes me as marvelous that men who are shrewd enough in most matters of business should lose sight of the fact that every inch of advertising space costs money and every inch should be a business-bringing inch. No man would greet a customer with "I'm John Smith! I'm John Smith," and yet merchants are daily doing the same thing by sending into the homes advertising matter that gives no information. What the people appreciate is to be told plainly what you have for sale and the price of it. Specific advertising is what counts, and, in my opinion, any English merchant who would give his advertisement writer leave to write to and for the people, telling them of goods exactly as they are, without any misrepresentation or exaggeration, at the same time stating the price, would find increased results that would deter him from ever returning to the old way.—*Emily A. Lenning.*

IS IT POSSIBLE?

In the Philadelphia *Press* of yesterday the enterprising proprietors of a burglar alarm telegraph made this seasonable announcement:

> LOOK OUT FOR BURGLARS!
>
> You are about making your summer plans. WHY WORRY ABOUT YOUR HOUSE DURING YOUR ABSENCE?

Can it be possible that they are about making their plans over there for summer?—*N. Y. Sun, Oct.* 10, 1897.

DISTRIBUTING.

As indicating the firms who are distributing advertising matter, this letter of an Indianapolis distributor to the *Up-to-Date Distributor* (Cleveland, O.) is interesting:

Since last writing, we have distributed 14,000 Butterick Pattern Sheets, 30,000 books for Dr. Kilmer & Co., 25,000 pamphlets for Ayer's Sarsaparilla, 44,000 circulars for Dr. Chase Nerve Food, 14,500 song books for Hamlin's Wizard Oil, 30,000 samples Cascarets and Notobac, 35,000 papers for Hood's Sarsaparilla, 25,000 books for Lydia Pinkham Med. Co., 30,000 pamphlets and 90 druggists' packages for Dr. Miles Med. Co., 29,000 samples Mennen's Borated Talcum Powder, 30,000 litho calendars and folders for Indianapolis Brewing Co. and about 35,000 pieces local work for different firms here. Tacked 1,000 tin signs for Spencerian Pen Co., 1,000 cardboard signs Battle Ax Plug, 500 card signs for Evans Chemical Co., 300 large metal signs for Bryce Baking Co., local, 250 card signs for Metropoiitan Club, local, and 1,000 calendars for John Hancock Life Ins. Co.

THE ARTIST'S IDEA.

A writer in *Advertising Experience* gives the following illustration of the ordinary artist's usual idea of a good poster:

A very beautiful picture of a very beautiful maiden amid very beautiful surroundings, with a sprinkling of eggshell decorations, Rococo curves or a great daub of Beardsley Black.

USE SOMEBODY'S SOMETHING.

UNMOVED.

A reporter on a New York newspaper was assigned the handling of a sensational story. The name of Brent Good was brought into the matter. The reporter, however, became a little mixed in his memories, and recollected Mr. Good as a Western turfman. Imagine the astonishment of the "Little Liver Pills" gentleman when he saw his name in print with a new appellation! In big black letters it said: "Brent Good, the well-known sporting man." It is said that upon perusal he first became angry, then cooled off, remarking: "Unlike a dose of my pills, this awful remark shall not move me."—*Advertising Experience, Chicago.*

WOOL SOAP BABIES SOLD.

Fond memories will no doubt be aroused by the announcement that Raworth, Schodde & Co. have sold the Wool Soap business and all its belongings to Swift & Co., the packers. Whether or not the latter firm will revive the famous "Babies" and allow them to again tell the public what kind of soap their mothers use, is an unknown quantity. If they do not, they will surely lose one of the most valuable chattels belonging to the Wool Soap business, for it is one of the best advertised articles in existence.—*Advertising Experience.*

HOW TO TEST IT.

To practically test the value of advertising, just try to introduce on the market a new and unknown article. Try to get the dealers in every town to "stock up" with a thing that has not been and is not being advertised. No matter what the "premium" offered as an inducement, you will find the retailers in every case pretty stubborn about handling goods to which no publicity has been given by the manufacturer. Their business sense tells them not to buy what they have little chance of selling.—*Music Trade Review.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PERFECT half-tone cuts, 1 col., $1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Printers to try our half-tones. One col., $1; 2 cols., $2. BUCHER ENGRAVING CO., Columbus, Ohio.

THANKSGIVING editions—Prepare now. Get proofs of our specialties. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

AGENTS wanted. Free samples. One of our agents earned $4,300, several over $1,000 in 1896. "FACTORY," P. O. 1871, New York.

EDITOR—Competent man wants charge of small inland daily. Republican preferred. Address LOGAN, 2024 Hagert St., Philadelphia.

OFFICE to sublet, Nassau St., furnished or otherwise; suitable for newspaper or adman. Apply to R. L. CURRAN, 1293 Broadway, N. Y.

HALF-TONES that please. Don't throw away money, but get our prices before you buy. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

LITHO-TINT PLATES—Lithography successfully imitated. Proofs to printers only on request. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

WANTED—Publishers to send sample copy, advertising rates, circulation and stamped envelope for advertising proposition. Box 547, Parkersburg, W. Va.

CALENDARS for '98. Print 'em yourself. We furnish plates for backs and pads. New, artistic, cheap. Proofs on request. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

CORRESPONDENCE solicited from publishers who might be interested in running a paying adv. on a co-operative plan that would prove profitable. Electro furnished. Box 62, Avon, N. Y.

EDITORIAL writer, ranking among the best in Ohio, with full experience and national reputation, will do good work for good pay on Democratic paper in a large Southern city. "GRANT," Printers' Ink.

WANTED—Advertisers to know that the NEWS, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 30c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

$7,800 GIVEN away to persons making the greatest number of words out of the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL RECORDER, Washington, D. C., for sample copy containing same.

PUBLISHERS,

If you wish to convince advertisers that your paper is one of the best and most progressive of its class and locality, improve its appearance permanently by an artistic heading. Sketches of handsome design submitted.

W. MOSELEY, 80 Hill St., Elgin, Ill.

WANTED—A "hustling," all-around newspaper man to take charge of the oldest-established weekly in the best city in the Central South. Large printing and engraving house. Only expected to invest $300 to $500 in stock, and salary paid. Address "GOOD," Printers' Ink.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MAIL ORDERS.

BEST illustrated catalogue for the mail-order business ever issued. Send for sample and terms to T. J. CAREY & CO., mail-order book mfrs., 24 City Hall Place, New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York. Special prices to cash buyers.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 341-351 Dearborn St., Chicago.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE study your business. We find its strong points. We drive them home to the buying public. THE WHITMAN COMPANY, 37 Nassau St., New York.

FOR SALE.

FOR SALE—Splendid printing and newspaper business in small city this State. If you can raise $5,000, cash or collateral, address "FACTS," care of Printers' Ink.

OPPORTUNITY for investment. Interest in daily and weekly newspaper and job plant in Western city. Fine opening for man in business department. Address "B. C.," Printers' Ink.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well-lighted and the pleasantest offices in the building. Size of large room, about 20x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ILLUSTRATED electro pages and stock cuts, cheap. Pictorial ready prints. SCRANTON ENGRAVING CO., Scranton, Pa.

ADDRESSES AND ADDRESSING.

8,500 COUNTRY addresses resident taxpayers, Dauphin Co., Pa., arranged by post-offices; typewritten. Cost paid $12. W. O. FOSTER, Harrisburg, Pa.

2,170 NAMES, all selected heads of families in comfortable circumstances or earning good wages, of Houghton County, Michigan. Assessed value of county, $42,500,000 (third in State); 9,000 men employed in nine copper mines year around at big wages. List is new, correct and reliable. Price, $6. H. J. STEVENS, Houghton, Mich.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE Brockton, Mass. Circulation 7,000.

METROPOLITAN AND RURAL HOME, of N.Y. Great adv'g medium. 500,000 mo. Rate $2.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

INDORSED introduction to over 240,000 religious homes. How? Write to THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

IF you are a manufacturer and desire to reach the largest retail trade, advertise in the DEPARTMENT STORE JOURNAL and GENERAL STORE REVIEW, monthly, $1 per year, 271 Broadway, N.Y.

THE circulation of the DAILY GAZETTE, of Schenectady, N. Y., has averaged 3,513 during the past nine months, and is still growing. Circulation larger than all other Schenectady dailies combined.

THE TIMES-UNION has a paid daily circulation greater than that of all the other Albany dailies combined. It is read by the best people in and around Albany. That's why it is such a desirable advertising medium. JOHN H. FARRELL, editor and proprietor, Albany, N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, $150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

A ADVERTISE IN SAVANNAH, GA. This city of Savannah is one of the most important in the South. Its field is large, having a regular daily steamship line with New York City, and supplies the entire South. The New York Musical Echo Co. is at Savannah, Ga., and is published from there exclusively—circulation, 18,000 copies—and goes to families and stays there, as no one tears up music. Send to us for rates. The New York MUSICAL ECHO covers a vast territory.

NEW YORK MUSICAL ECHO CO., 163 Congress St., Savannah, Ga.

ELECTROTYPES.

SETTING advertisements to make them *stand out* and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

SPECIAL AGENTS.

IF your paper is represented by H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York, it gets the business.

ADVERTISEMENT CONSTRUCTORS.

D

C. F. J.

DIXEY.

CHARLES F. JONES.

"ASK LEWIS ABOUT IT."

LEWIS makes medical ads pay.

SEND for JONES' free booklets.

LEWIS' address is PENN MUTUAL BLD., Phila.

CHARLES F. JONES, World Building, New York.

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

"YOUR confidence, my conscience make my work successful."—LEWIS.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

SEND stamp for outline cut circulars. R. L. CURRAN, 150 Nassau St., New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

BRISK booklets to boom your business. JED SCARBORO, 20 Morton St., Brooklyn, N. Y.

E. A. WHEATLEY, effective advertising 341 Dearborn St., Chicago. New York office, 114 Fifth Ave.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

ADVERTISING written for dry goods retailers by a competent and experienced business writer. Address DRY GOODS REPORTER CO., 233 Fifth Ave., Chicago.

YOUR interest is our interest. If we can not handle your advertising to your advantage, we do not want to handle it at all. THE WHITMAN COMPANY, 37 Nassau St., New York.

PUT a pretty cover on your booklet.
We will give you a two-color design and the blocks to print it from for $10, size not more than 4x5. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XX XX
XX CAREFUL WORK. XX
XX Every business has its own peculiar XX
XX conditions. Its advertising must fit XX
XX these conditions, or it will not increase XX
XX the business as it ought to. Every busi- XX
XX ness I write advertising for I study XX
XX carefully to bring out the strong XX
XX points that will bring trade to that par- XX
XX ticular concern. This takes a little XX
XX time, but it brings a good deal more XX
XX profit. Careful work pays. XX
XX WOLSTAN DIXEY. XX
XX Ideas, plans, writing, illustrating and XX
XX printing for advertisers, 150 Nas- XX
XX sau St., New York. XX
XX XX
XXXXXXXXXXXXXX XXXXXXXXXXXXXX
XXXXXXXXX XXXXXXXXXXXXXXXXXX

SPECIALISTS IN STREET CAR CARDS.
Our new three-color wood block process beats lithography in effect and beats it on the price on anything less than 10,000 cards by 10 to 20 per cent. We are making a new card a day in our art department. Tell us what you want and we'll send you a color sketch. We will give you price on the complete job, designing, engraving, printing and delivering. Write us for particulars and prices. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

$25 $25 $25 $25 $25 $25 $25 $25 $25 $25 $25

FOR $25 A MONTH

$25 Mr. Lewis will take entire charge of the advertising of any medical advertiser who is doing a legitimate business and spends $5,000 a year or less in advertising. $25
$25 Mr. Lewis' service: $25
$25 Planning the expenditure. $25
$25 Writing and illustrating the "copy" to carry out the plan. $25
$25 Placing all the advertising at a saving to the advertiser. $25
$25 Superintending the printing. $25
$25 Checking all the advertising. $25
$25 Write him about yours. $25
$25 THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia. $25

$25 $25 $25 $25 $25 $25 $25 $25 $25 $25 $25

USING THE MAILS.

Nothing new can be said about the advantages of advertising through the mails.
Everybody knows that it is direct;
That it goes straight to the one addressed;
That it is secret for a time;
That competitors can not quickly offset its effect;
That no one but the advertiser knows what names are on the list.
Any community, or county, or State, or a dozen of either, can be covered.
Persistency in mail advertising, like persistency in newspaper advertising, is one of the main factors of success.
Other factors are proper form, proper words and proper pictures.
Most vital of all are the details of the plan.
Moses & Heim's experience in mail advertising has been long and varied.
They have been "through the mill" time and time again.
They believe that there are many readers of PRINTERS' INK to whom this experience would be most valuable.
It is for sale.

MOSES & HEIM,
111 Nassau St., New York City.

OOOOOOOOOO OOOOOO OOOOOO OOOOOOOO
OOOOOOOOOOOOOO OOOOOOOOOOOOOO
OO OO
OO OO
OO I CAN GO TO ANY CITY in the United States and remodel or advise you OO
OO how to remodel your system or your OO
OO advertising. If your business does not OO
OO need remodeling, I can suggest many OO
OO ways of improving the good work you OO
OO are already doing. OO
OO MY YEARS OF EXPERIENCE with OO
OO the biggest concerns in America, such OO
OO as Marshall Field & Co., A. M. Rothschild & Co. of Chicago, and Siegel-OO
OO Cooper Co. of New York, have taught OO
OO me how the most prosperous concerns OO
OO do business. It is not theory that I OO
OO want to apply to your affairs, but the OO
OO knowledge I have accumulated in act- OO
OO ual touch with hundreds of successful OO
OO firms. OO
OO A LITTLE STORE CAN AFFORD TO OO
OO HAVE ME spend a day with them, as OO
OO my charges are very reasonable. Do OO
OO you not feel the need of a strong, expe- OO
OO rienced friend to help you in deciding OO
OO some of the problems of business? I OO
OO have a free book that explains how OO
OO and what I do. Write for it on your OO
OO own letter-head. OO
OO Yours for more business through bet- OO
OO ter advertising, CHAS. F JONES, Suite OO
OO 101, World Building, New York City. OO
OO OO
OOOOOOOOOO OO OOOOOO OOOOOOOOOOOOOO
OOOOOOOOOOOO OOOOOO OOOOOOOOOOOOOO

POINTERS ON PROFITABLE PUBLICITY.

By E. A. Wheatley.

If you wish to get the worst results from any method of publicity, hurry yourself.

Hurry your artist.

Hurry your engraver.

Hurry your advertising agent.

Hurry your printer.

If you wish to get the best results, take time.

Give everybody time enough.

Work without thought is generally unprofitable.

Thought requires time.

Time invested in advertising work is generally profitable.

Enough time generally means thoroughness, and thoroughness is always profitable.

Another thing;—take advice.

No man knows so much, that it will not pay him to take advice.

The best advertisers are like perfect sieves—always ready to filter the ideas and advice, or information, they can pick up from others and to retain what they find will help them.

Of course the most valuable advice you will get from specialists.

About decoration, from a decorator; about teeth, from a dentist; about law, from a lawyer; about advertising, from an advertising specialist.

But you say advertising is not a science. It has no hard and fast rules. Can an advertiser specialize?

Yes, if he has judgment.

Have I more judgment than you?

Probably not.

But that I have good, strong judgment my worst enemy won't deny.

And that I have had the experience and technical training that my judgment can put to good use, you probably know.

I have never claimed improbabilities for myself. Possibly for that reason I am the more trusted.

An advertiser that can be trusted is a need—acknowledged by many a business man.

If you are the man I wish to address, you are always busy.

Your business is successful.

You have a great deal to attend to.

You can not do your advertising justice.

You haven't the time to work—to think.

You need help. I can give it to you.

I am a business helper, pusher, planner, adviser.

To make business move along, a man at the lever is not always enough.

Who shovels the coal?

I do.

Right here, a point for you to consider.

Can one advertising man be better than another?

Yes, if he has the ability.

Have I?

I don't think I ever said so.

An advertising specialist's opinion of himself loses by being put to paper.

The very grasp he should have of the vastness of the problems he has to consider *ought* to make him modest.

When it doesn't, is it because he knows too much—or too little?

But I am not afraid to print what others have said about me.

They ought to know.

Here is a sample. I have others. The firm who wrote me this letter is a large one, with offices in 14 of the principal cities in America. They do a business of half a million or so a year.

But a copy of their letter, with name, will be mailed to any one who means business.

Write for it.

Write me about your business. Tell me what you wish to accomplish.

Perhaps I can help you to accomplish it.

Address

E. A. WHEATLEY,

341 Dearborn St.,

CHICAGO.

New York,
June 3rd, 1897.

E. A. Wheatley, Esq.,
New York City.

Dear Sir:

We are in receipt of your letter of inquiry relative to the work you have done for us in writing different advertisements—and many articles on our business.

We take great pleasure in stating that the work has been the best of its class ever done for us by anybody. We have had the service of many advertisement writers and regular professional journalists, but your work seems to cover the ground more thoroughly in general and in detail than that of any other writer. You have helped us considerably in your efforts, our relations with you have been of the most pleasant character, and we trust that they will continue the same for many years to come.

Yours very truly,

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, 1901) the end of the century.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, OCTOBER 20, 1897.

ADVERTISING that is not done properly is little better than not advertising at all.

ON Saturday, October 9th, the advertising in the Philadelphia papers, computed in lines, was as follows:

Record	15,763
Inquirer	7,948
Ledger	7,197
Times	6,474
Press	4,110

IN this issue of PRINTERS' INK the enterprising librarian of a free circulating library in Jamestown, N. Y., tells how she has "advertised" the library, or in other words, induced more patronage. This is certainly an unhackneyed phase of advertising.

MANLY M. GILLAM is a citizen of New York. During the past season Mr. Gillam has taken one hundred and twelve brook trout with rod and reel from streams within the boundaries of the new city—the Greater New York. This fish story is true, but the report that Mr. Gillam has contracted for a service that will necessitate his return to Philadelphia is false.

THE excellent Mr. John H. Farrell, proprietor of the *Times-Union* at Albany, in speaking of the fac-simile of that paper's circulation statement that appears in this issue of PRINTERS' INK, says that it fails to give an important feature, viz.: that it was sworn to before the Hon. Alden Chester, Justice of the Supreme Court of the State of New York. The editor of the American Newspaper Directory says that he has always regarded a statement signed by a man like Mr. Farrell as just as good as though it were sworn to before the Chief Justice of the Supreme Court of the United States at Washington.

PIONEER efforts in any direction of human effort are usually crude and, as a rule, serve simply as a foundation for the improvements of a later time. Occasionally, however, an idea appears full fledged at birth. These considerations are brought to mind by the page advertisement in PRINTERS' INK used by an Ohio association of daily newspapers. It was not to be expected that an idea so novel should move with entire smoothness in its realization, but the advertisements of the Ohio Select List of Dailies have thus far certainly served to keep the great State before advertisers as a field for profitable cultivation and to draw special attention to the particular papers that take part in the combination. Associations for the purpose of advertising in PRINTERS' INK will become more common as the advantages come to be more widely recognized. There are excellent papers in many States that can not afford to buy a page in PRINTERS' INK, but would gladly enter into membership in an association for the purpose of securing representation there. What is needed is a bright, wide-awake publisher to take the initiative.

MR. CHAS. M. SNYDER, the talented advertising manager and versifier of the DeLong Hook and Eye, has brought out a booklet in colors for Parke's Unmatchable Coffee. Some of the original squibs in it, while they do not advertise the coffee, are excellent specifics for the "blues." Take these two at random:

"Well, Ikey," said Moses, the teacher,
To a youngster on devilment bent,
"What's the name of the greatest of prophets?"
Said Ikey, "von hundred per cent."

Here is a contradiction which
A boy alone can master,
That is, he finds a misplaced switch
Is what averts disaster.

The Lippincotts are about to bring out a comic history of Greece written by Mr. Snyder, to be illustrated by 200 pictures. No doubt Snyder will take savage delight in putting these grim old warriors into all sorts of situations in which they never would have found themselves in the natural course of things.

THE Spanish-American Newspaper Co., of 136 Liberty street, New York, has just issued a directory of all the periodicals having over 500 circulation in Argentine, Brazil, Chili, Colombia, Mexico, Bolivia, Venezuela, Guatamala, San Salvador, Costa Rica, Honduras, Nicaragua, Peru, Uruguay and Ecuador. The book is sold for a dollar and gives some information in regard to each of the papers named. It does not, however, report the circulations, although the company will tell that also to any one who will forward four dollars additional. The compilation is of interest to advertisers, many of whom are no doubt casting longing eyes toward the Latin-American field, but are deterred by the difficulties incident to cultivating it. From what the Little Schoolmaster has been able to learn, the Spanish-American Newspaper Co. has the confidence of advertisers, and claims to number the J. C. Ayer Co. among its customers; also Wyckoff, Seamans & Benedict, Ozomulsion Co., Evans Chemical Co. and Cook Remedy Co. The company not only contracts for the advertising, but undertakes to see to it that the goods are placed in a way to make the advertising productive.

THERE is no property right, it seems, in an advertisement. This is suprising, for the money value of an original idea in the writing or illustrating of advertisements is often much greater than the money value of a poem or a story in whose defense the law would set all its ponderous machinery in active motion. A decision just handed down in the United States Court of Appeals at Chicago holds that a New York iron firm can get no redress for the copying of its catalogue by an Illinois manufacturer. "To be entitled to a copyright," the judge held, "the article must have by and of itself some value as a composition, at least to the extent of serving some purpose other than as a mere advertisement. The object of the provision was to promote the dissemination of learning by inducing intellectual labor in works which would promote the general knowledge in science and useful arts. It is not designed as a protection to tradesmen in the particular manner in which they might shout their wares." This is an easily comprehensible position, but one can not help remembering that many advertisements do quite as much, and possibly more, "to promote the dissemination of knowledge" then do many compositions to which copyright protection is accorded as a matter of course. However, the decision will excite no criticism—from commercial plagiarists.—*Editorial in New York Times of Oct.* 13, 1897.

SOME time ago, says the *Chap Book*, in its issue of October 1, when we were engaged in researches among the "underground magazines," we published a list of perodicals whose circulations were the largest in the country. And the greatest of these was *Comfort*. At that time we said: "We have never seen a copy of *Comfort*, nor heard its name upon the lips of any human being, yet it is the most widely read publication in the country." After thus publicly thirsting for knowledge, we waited, but still we saw no copy of *Comfort*, nor heard its name upon the lips of any human being. We then applied to the editor himself, and he sent us a candid and interesting statement of the aim and success of the magazine. It is delightful to find a publisher who is so unreservedly honest as to admit that success in largest measure is to be always had in literature by an appeal to the half-educated. We wish to compliment *Comfort* on its sagacity, and wish it continued success.

Comfort was founded by Mr. W. H. Gannett, who still owns and controls it. He started it less than nine years ago, without experience, and practically without capital. Any one having a knowledge of such matters would have said at the time that the chances of success were not one in a thousand. But it did succeed—succeeded as nothing of the kind has before or since. Mr. Gannett says of his starting:

"I saw that there were plenty of publications for thoroughly educated people. The *Atlantic Monthly*, *Century*, *Harper's* and *Scribner's*, to say nothing of dozens of less pretentious ones, were filling this field well. But there was not one made for and adapted to the tastes and requirements of 'the mighty middle classes.' My aim was, and has always been, to make a publication for this immense constituency. I thought that my constituency would compare with that of the *Atlantic Monthly* about as the number of university graduates compares to the great mass of American readers, and the circulation of such a periodical as I had in mind ought to be correspondingly great."

From the first number to the present time he has worked on these lines, and soon the paper, never seen in a great city, became a household word in the country home, the factory, the village store and the mining camps of the West. Circulation was pushed in every conceivable way except the ways that other publishers were following. Never having been a publisher, he didn't know how

to get into the beaten tracks if he had wanted to do so.

When the circulation had reached a hundred thousand, it was so scattering that almost every county in the United States was represented. The genius of the business man, rather than the experience of the publisher, kept the circulation on the increase. One new scheme followed another, always with the idea of pleasing the new subscriber, and thereby making him a medium of getting another.

All the time the paper was made to suit the people who lived outside of the great cities. Their tastes were studied and their wants gratified in the contents as far as possible. The idea is to make a paper as interesting to "the mighty middle classes" as the best magazine is to the lovers of high-grade literature. There is nothing sensational in its make-up—no blood-and-thunder stories, and no nauseating accounts of crime; but good stories, and entertaining and well-written departments for every member of the family. These are the work of the ablest people that can be secured in their respective fields. There is no carping about the cost of a piece of literary work if it suits the purpose. The idea of adaptability and fitness predominates. A story, a sketch, or an editorial paragraph is considered in connection with its adaptability to the requirements of "our people." There is not a French or Latin quotation, and no mystifying references. Then through it all runs a pronounced vein of patriotic Americanism.

THE Bureau of American Republics at Washington announces that it has in an advanced stage of preparation a commercial directory of the American Republics and the European dependencies in Central and South America and the West Indies. Mr. Joseph P. Smith, the director, says the volume will be a handsome quarto, 9x12 inches, of over 1,200 pages, and will embrace in its contents the following information:

1. Reliable description, geographical, industrial, commercial and statistical data, and map of each country.

2. The addresses and lines of business of the commercial houses of Latin America and the Hawaiian Islands.

3. The names of 5,000 or more representative manufacturers, merchants, shippers and bankers of the United States interested in foreign trade, classified under headings.

4. The names of the trade and commercial organizations, associations and unions of the countries embraced in the International Union of American Republics.

5. Valuable data of transportation companies, and trade routes by land and water; railway, telegraph and cable facilities, and particulars as to shipping, port regulations, tariffs and custom laws; patent, trade-mark and copyright laws, and commercial licenses, passports and postal regulations.

WATCHING THE PENNIES.

A. A. McCormick, business manager of the Chicago *Chronicle*, is making a movement at the post-office department which will interest newspaper publishers everywhere. He insists that the "tare" allowed by the government in weighing newspaper mails in bags is too small. The first representations on this subject were made to the Second Assistant Postmaster-General some months ago, and he had a large number of bags selected haphazard and weighed, reporting that they averaged 2½ pounds apiece. As this is the "tare" allowed by the department, no change has been ordered. But at the Chicago *Chronicle* office there has been a systematic weighing of several hundred bags, all of which, it is asserted, weighed more than 3 pounds, and many of them more than four, a fair average being 3½. This means a difference of 1 cent a bag between the charge made by the government and the amount the *Chronicle* managers believe the publishers ought to pay. As some newspapers send hundreds of bags to the post-office with each issue, this difference amounts to a large sum in the course of a year.—*Fourth Estate, N. Y., Oct. 7, 1897.*

This over-charge might make a difference; but would it amount to ten cents a week with the Chicago *Chronicle?*

THE SHAMEFUL C. C. C.

(*Reprinted from* PRINTERS' INK *for Sept. 29.*)

The *Daily Press*, of Nashua, N. H., complains of an unfair rating in the Rowell Newspaper Directory.—*National Advertiser Sept. 14, 1897.*

The manager of the Nashua paper, Mr. C. C. Cornish, wrote to the *National Advertiser* concerning his experience with the Directory. See letter in *National Advertiser* of Sept. 14, 1897.

Finally I received a letter stating that if I did not furnish a sworn statement the *Press* would be rated at less than 1,000.

PRINTERS' INK is prepared to pay Mr. Cornish a thousand dollars if he will produce that letter.

And C. C. C. is silent.

A LIST OF NEW YORK PRINTERS.

Office of
WEED-PARSONS PRINTING CO.
ALBANY, N. Y., Oct. 7, 1897.

Editor of PRINTERS' INK:

Kindly inform us where we may procure a directory of the printers of the State.

JAMES W. RUSE, Sec'y.

The Rapid Addressing Machine Co., of 316 Broadway, New York, has a list of 1,670 printers in New York State, which it will sell at $2 per M. Boyd's City Dispatch, 11 Beekman street, New York, has a similar list, embracing 2,500 names, also for sale at $2 per M. A list of printers is contained in the books of the Typo Mercantile Agency, 156 Fifth avenue, New York. These books deal with the standing of printers and men in kindred trade, in the same manner as Dun and Bradstreet do for trades in general, and cost $60 per year.

A LONG advertisement seems short if it interests one.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I have been impressed recently with the fact that a great many stores do not keep the outside appearance of their place of business as neat as they ought to. How often the sidewalks are covered with trash; how often the windows and door need washing; how often the street in front of the store is muddy and impassable. I believe it would be well for every storekeeper to have a path swept clean across the street in front of his store. In the course of six months or a year enough trade will be tempted to walk across the street to your store, simply because the crossing is clean, to more than pay for the labor and time expended in the work. Everybody admires neatness, even though they may not practice the virtue themselves. A store that keeps its outside and the front of its building looking bright and inviting gets trade enough thereby to pay for doing it. The look of your store outside often determines whether people wish to enter it or not.

***

Even in describing goods, I find that there is a great misunderstanding among merchants generally as to what is necessary to say in an advertisement. I saw an advertisement recently which occupied quite a large space and which made the simple statement,

MEN'S HATS, $2.50.

Now, this advertisement is undoubtedly better than one that simply stated that the advertiser sold hats and caps, but is still so general that it is not likely to have effect.

People are a great deal more interested in the description of goods than many people imagine. This is why pictures are the best retail advertisements. The advertisement that shows a picture of an article and tells its qualities and price in as few words as possible, is usually sure to bring good results.

Pictures of merchandise, however, must be exact, and unless they are good representations of the merchandise to be sold, they are a detriment to the advertisement, rather than a help. A great many retail advertisers do not seem to realize that their pictures of merchandise must be as truthful as their statements about the merchandise, if they want to gain the confidence of the public.

I remember an experience I once had with a sewing machine man. He wanted me to write an advertisement about a certain sewing machine that he was going to sell and gave me a good description, as well as showed me one of the machines. Before I began to work on the advertisement, he brought me a cut which he said he wanted to use in the advertisement. The cut at first glance appeared to be very much like a machine, but at the second glance did not look like the machine he was going to sell. The machine that he was really going to sell had five drawers in it, whereas the cut which he wished to use had six drawers. I showed him the difference, but had great difficulty in impressing him with the fact that if the cut was used it would really be a lie in the advertisement and that many people would come to the store and expect to get a machine with six drawers in it and go away saying that he had misrepresented the machine. The machine was wonderfully cheap at the price and a very good machine for any purpose, but it did not alter the fact that the advertisement would have been a lie if the six-drawer cut had been used.

***

Gunlefinger & Bro., whose wrapping paper advertisements we spoke about some weeks ago, also write some very clever newspaper ads. The advertisements are always well set and well displayed, and look a good deal better than any other advertisements which appear in their local papers.

I believe their advertising must pay them. It evidently does, judging from the amount which they take and judging from the results which ought to follow advertising done as carefully as theirs appears to be done.

Here are three little clippings from their advertisements:

(1). SUMMER UNDERWEAR.

One of the most important departments here is that which is devoted to underwear.

We've a buyer who is thoroughly posted on underwear values—knows exactly where to find the best—and knows how to buy them right.

This has long since been *the* underwear department of Warren—this year finds it greatly improved.

No matter what your wants may be—whether you are in search of a 10c. vest or an all-silk or lisle thread—we have it.

Try us for underwear.

(2). ANNUAL SALE OF LININGS.

Once a year—in May—we give you a chance to own best linings at least prices. Not a yard of any but perfectly reliable linings is sold here—that's what makes these prices remarkable.

(3). WOOL DRESS GOODS.

Of colored dress materials we show a splendidly selected collection of all that's new and desirable. We seldom lose a customer from this stock, no matter how much "looking around" is done by them at the stores. What truer tribute to our excellence of styles and justice of prices could any one ask? Here is a handful of hints:

***

Descriptions without a cut are nothing more nor less than word pictures. From what you say about the article the reader is expected to form in his mind a picture of the article described. If your description is such that it causes the reader to form the wrong picture, then quite frequently your advertisement is going to do you harm instead of good.

As I said before, people are more interested in detailed descriptions than merchants generally believe. By detailed descriptions I do not mean a lengthy description, but rather a short, yet accurate summary, describing the qualities or styles of certain merchandise.

A clothing man came to me one day and told me about a suit that he wished to advertise. About all he said at the start was: "I have a certain suit that I believe will create quite a stir for $15.00. I want you to write me an advertisement for it."

He seemed to think that the only two facts necessary to be mentioned in the advertisement were "suits" and "$15.00." Whatever else was said about them was the mere matter of writing, and not at all connected with the goods to be sold. I tried to get out of the gentleman all the points about the suit, but it was like drawing eye teeth. I first learned that they were men's suits, not boys'. I next learned that he had them in cheviots, cashmeres and homespuns. I then learned that he could furnish them in gray, blue, brown and black. At last I learned that they were all sacks, no frocks.

Now, all these things are certainly of interest to the reader who is considering buying a suit of clothes. But so many retail merchants are so wrapt up in their business, and have their merchandise so well photographed in their own minds that they forget that the public, who read their advertisements, do not know the goods as well as they do, and have not these items pictured in their minds, and can only learn from an accurate description what is really referred to.

***

I am in receipt of quite a number of little booklets for criticism. Some of these are published by retailers themselves, and others by the manufacturers, but they all have to do with the retail business, as they are about merchandise which is sold to the individual for his individual use.

Powers & Mayer, of New York City, are getting out an attractive little one colored booklet about the Players' Ring. I should think that this booklet would be a very good thing to distribute amongst the dramatic fraternity, but as the ring only interests actors it would not be profitable to use it for general distribution.

I have before me a little booklet of Fleuss Tubeless Tires. This little booklet is printed in London, but I do not like the English style of printing as well as I do the American. It consists largely of reproductions of letters received from various persons who have used Fleuss Tires. The book is spoiled in my mind through an attempt made to tint the pages. The color used giving it more of a dirty look than anything else.

The Jefferis Glass Works are issuing a very neat little booklet called *Straws*, on the cover of which is tied a bunch of six straws. There is one fault I would find in this booklet, which is otherwise very good. On the first page of the inside of the book is printed the name and address and business of the advertiser. After this first page no further mention of the name of the advertiser is made throughout the entire inside of the book. I have noticed that people generally pay very little attention to the name of the firm issuing the book, until they get interested in the subject matter of the book. I therefore think that the Jefferis Glass Works have made a mis-

take in printing their name on the first page and not printing it again thereafter. I think the last page, at the climax of the argument, is the proper place for the name, if it is only to appear once.

***

Mr. John Boyant, of Cincinnati, Ohio, sends me a typewritten list of mottos for advertisers, which he has collected from various sources and which he has used daily in his own business.

Most of these mottos are, no doubt, familiar to every reader of PRINTERS' INK, but I will give them space with the hope that some of them may be of benefit to somebody.

Either economy or extravagance in advertising will sometimes spoil the advertisement.

No advertiser ever lost on an honest advertisement.

Guesswork in advertising loses the business.

Better not to advertise at all than to botch it.

You are advertising for business purposes, not for amusement.

Don't rest on your success, keep striving to make it better by advertising.

Advertising space is merchandise, and should be bought upon a definite business basis.

It is not necessary to advertise so that he who runs may read, but it is that he who reads will run.

If you try to get a thing by advertising without giving honest value, it will not be worth anything to you.

The old business maxim that "that which is worth doing, is worth doing well," applies in its full strength to advertising.

Advertise in papers because they are good mediums, not because the editor, or the publisher, or the agent, is a friend of yours.

Do thoroughly all the advertising you undertake, and do not undertake more than you can do well.

Bear in mind that a window display is an advertisement, and that an advertisement is best which not only draws attention, but sells goods.

When you word an advertisement remember that the public judges your business in a measure by the method you use, therefore avoid copying other people's ideas.

When you word an advertisement, strive to word it as if you had the readers standing before you. Talk straightforward, good common sense. Give them credit for being well educated people with power to discern between the genuine advertisement and the one worded regardless of the facts in the case.

***

I do not know of any firm that tries harder to please the public than the Joseph H. Bauland Co., of Brooklyn, N. Y. Their advertising man, Mr. Samuel E. Whitmire, sends me the information about another one of the bright things that this firm is doing. Mr. Whitmire says that a blank similar to the copy which we print below is placed in every package that goes out of the store. The blank reads as follows:

COMPLAINT BLANK.

If you are dissatisfied to the smallest extent with any article purchased in The Great Cash Store, or with treatment shown by clerks, deliverymen, or our outside salesmen, we will consider it a great favor if you will state your case on this blank. We are anxious to make this the most perfect store in the world. After you have filled out this blank, hand it in or mail it to

COMPLAINT DEP'T, Balcony, 1st Floor.
The Great Cash Store, Joseph H. Bauland Co.

Below this blank are a few ruled lines upon which the customer can write her complaint if she has any.

Every large store naturally has a great number of complaints. No system can be absolutely perfect. Sometimes the customer makes a mistake, which she blames on the store. Sometimes the clerk makes a mistake. Sometimes the delivery department makes a mistake. Sometimes a number of mistakes seem to come altogether.

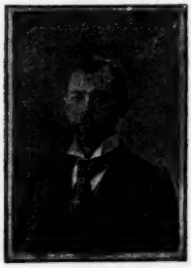
The aim of a good store should be to avoid, as far as possible, mistakes. But the next best thing is to always show a great willingness to correct mistakes whenever they occur. I think that this complaint will do much toward soothing the ruffled feelings of the customer who may think she has a right to complain. Again I believe that it is a good thing for a store to find out, as far as possible, who the people are who think they have cause for a complaint. It is much better for the store to hear the complaint, and correct the wrong, than for the customer to remain silent and ever afterwards hold a grudge against the store of which the store has no knowledge and no means of correcting under the circumstances.

ADVERTISING FOR RETAILERS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE READY-MADE ADS RENEWED



We will have the ready-made ads back again.

And this is the gentleman in answer to whose prayer the department will be renewed.

He is Chas. A. Wakeman, a druggist of Oshkosh, Wis. He says in his letter to the Little Schoolmaster:

I voice the sentiment of the man from Long Branch. Give us the ready-made ads again in PRINTERS' INK. I am a busy man and I can adapt the head-lines of ready-made ads to my business without spending all my time from my business in the advertising department. Two years ago I started a new drug store in this city. * * * Took PRINTERS' INK and made a hard study of advertising and have profited by it a thousand-fold.

The portrait of a man who has profited a thousand-fold by the study of advertising is always interesting to readers of PRINTERS' INK.

An attractive head-line and a little bit of friendly talk at the head of an advertisement is good, but there should not be a lot of talk, and above all, no silly talk.

There ought to be one big head to get attention and emphasize the leading idea of the introduction. Special features and their prices should be in smaller type but black-faced and plain to be seen at a glance. The name and address should be in good sized type, either at the bottom or top of the ad, or in both places.

It is not always necessary there should be any introduction either; except in the shape of a good, strong, leading feature with its description and price. That can serve for the head-line in big type, and the introduction to more features and prices.

The biggest type should show the thing that will interest people most and catch their attention. If the store is so well known that people are interested in whatever it is doing, then the name of the store itself should be in big letters at the top.

The most actually "fetching" part of its advertising each concern should put in for itself, that is the descriptions and prices of the goods.

Most of these ads are only intended to furnish an introduction; a sort of "Good morning. How do you do?" at the head of the descriptions and prices. In any case where descriptions and prices are given here, they are of course merely intended as a suggestion.

There are a good many local neighborhood businesses like butchers, bakers, grocers, laundries, etc., in large towns where it would hardly pay to advertise in a newspaper and pay for circulation in other parts of the town, where they get no benefit.

But these concerns often send out handbills or circulars of some kind, and the matter suggested here for newspaper ads can often just as well be printed on handbills or circulars and given out in the neighborhood.

READY-MADE ADS.

[I do not write all of these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. W. D.]

For a Confectioner.

"Sweets to the Sweet"

If you give her a pound box of our best mixed chocolate, fruit or nut candies—pure, sweet and delicious—she will appreciate you better.

[Prices.]

For a Druggist.

A Family Need.

Either in times of sickness or of health a good syringe in the family is worth its weight in gold. It often saves or lightens doctor's bills; supplements the use of medicines; is a constant means of personal comfort and cleanliness and a hygienic agent of rare value. To be without it at need is a veritable misfortune. We have a good syringe for as low as 50 cents.

[Other goods and prices.]

For a Grocer.

Real Good Coffee and Tea.

We are particular in selecting our coffees and teas. We keep them fresh and up to the standard of strength and quality. If not exactly right any time, bring it back, and we will make it right or return your money. When we learn just what you prefer, you'll get it every time.

Good Coffee, 25c. a lb.
Good Tea, 25c. a lb.

We keep everything a grocery store should have.

[Other goods and prices.]

For a Clothier.

A Good Suit for $5.

We have well-made, well-trimmed, well-wearing, up-to-date men's suits for $5, and they are better worth the money than any other suits you can buy in this town. Other stores are charging from $7 to $10 for the same goods.

Boys' Suits, $3.50.

Men's overcoats, $5 to $8.
Men's gray mixed undershirts and drawers, 19c.
Boys' heavy gray mixed undershirts and drawers, 19c.
Children's union suits, fleeced Egyptian yarn, ribbed ankle and wrist, 33c.

[Other goods with descriptions and prices.]

For a Stationery Dealer.

School Books.

I carry a complete stock of the school books and school supplies used in the public schools of this county.

Second-hand school books in good condition at low prices.

[List of standard text books, with cut prices.]

For a "Cash" Store.

Other People's Debts

You don't want to pay other people's debts, but that is practically what you have to do in many stores which run long accounts. Sometimes they are not paid by those who make them; you pay them in the prices charged. I have no bad accounts because I sell only for cash. Here is the advantage to you.

[Descriptions and prices.]

For a "Cash" Store.

How It Is Done.

A storekeeper who buys goods in large quantities for spot cash gets great reductions. I do that. That is why I can make a profit selling at the low prices I do; but it leaves me no margin to cover loss by bad debts. I have to sell for cash. It is cheaper for you, too. You don't have to pay other people's debts in these prices.

[Prices.]

For a Jeweler.

A Good Clock Saves Many a "Dock."

One of our **ninety-seven** cent alarm clocks will make you sure of being on time these dark mornings. Saves its cost and more. We have eight-day clocks, fancy parlor clocks and grandfather clocks in great variety. And don't imagine our prices are high because this is a jewelry store. We will clean and oil your watch for you, put it in perfect condition for one dollar.

For a Shoe Store.

School Shoes.

I have a special lot of shoes for boys and girls. These shoes will stand a good deal of knocking about and "stubbing." At the same time they are neat and comfortable. The prices are right, too.

[Descriptions and prices.]

For a Dry Goods Store.

Your Fall Wrap.

You will probably find on inspection that last year's wrap is not going to hold out this season. It is disappointing to buy when winter is half over. You have to take what is left; better buy now, be up with the season and keep last year's wrap for rainy days.

[Prices and Descriptions.]

For a Butcher.

Good Meats.

We sell only good meats. We trim them generously and everything about our market is neat and clean.

PORK.	
Loin Pork	10c.
Shoulder Pork	8c.
Pork Chops	10c.
Sausage	10c.
Lard, 4 lbs	25c.
BEEF.	
Sirloin Steak	14-16c.
Rump	12-14c.
Round	10-12c.
Rib Roast	8-10c.
Chuck	6-8c.
Porterhouse Steak, 2 lbs.	25c.
MUTTON.	
Leg Lamb	10c.
Leg Mutton	8c.
Shoulder	5-6c.
Stewing	4-5c.
Mutton Chops, 3 lbs	25c.

For any Business.

Good Times Here.

You will feel richer when you see our goods and prices. A few dollars goes a great way in our store.

[Prices.]

ABOUT TRADING STAMPS.

On the thirteenth floor of the Central Bank Building at 320 Broadway a reporter for PRINTERS' INK found the handsomely appointed offices of Messrs. Sperry and Hutchinson, the original promoters of that new impetus to trade known as the "Trading Stamp."

The idea, he said, originated with himself and Mr. Hutchinson four years ago, and was first tried in Jackson, Mich., and later in Battle Creek. Last year Ypsilanti and Ann Arbor were experimented in, and, later, Bridgeport, New Haven and Providence.

The objects of the company are best set forth in the prospectus printed in


SOMETHING FOR NOTHING!

THE PHILADELPHIA TRADING STAMP CO., WHITEHEAD & BRADY, Proprietors.

Has Just Opened Its New Stores at 716 Arch Street and 2208 Frankford Ave

Over 2000 of Philadelphia's leading merchants with addresses given below will give trading stamps for every purchase of 10c. or multiple of 10c.!

Boys and Girls get your uncles and aunts to buy of the merchants who give Trading Stamps and give you the stamps and you will soon have enough for a camera or bicycle Free.

BUY ONLY FROM MERCHANTS WHO GIVE TRADING STAMPS!

A PAGE ADVERTISEMENT OF THE COMPANY.

When the PRINTERS' INK man stated his errand and said that the readers of PRINTERS' INK would be interested in knowing the origin and objects of the Trading Stamp Co., Mr. T. A. Sperry, one of the heads of the concern, readily gave all the information at his disposal.

the front of the stamp book, which is now being distributed from house to house throughout Greater New York by 100 girls and women employed for the purpose. There are at the present time sixty-seven of the company's stores scattered all over the United States, and more are being rapidly added.

Here is the "Explanation," as set forth in the book now being distributed:

The Trading Stamp Company has established a permanent business in your city.

The object of this syndicate of merchants is to mutually benefit the buyer and the seller.

To this end we have contracted with the leading merchants of your city, so if you trade with these merchants and collect stamps you will be able to obtain beautiful and useful premiums, absolutely free of any expense to yourself.

You will find, commencing on page 3 of this book, a directory of the merchants who give trading stamps.

These merchants give you a trading stamp for each and every ten cents' worth of goods you buy. For example, if you buy ten cents' worth of groceries you will receive one trading stamp; if your bill amounts to $1, you will receive ten trading stamps, etc.

You will only receive stamps for the multiple of ten that is in your purchase. For instance, if your bill is twenty-five cents, you will only receive two stamps, etc.

Stick the stamps on the figures on the pages in this book. When you have filled the book you are entitled to your choice of over one thousand premiums, constantly kept in stock at our stores, a few of which are mentioned in the back part of the book. Call at our stores and see complete stock.

Ask for trading stamps. As a rule merchants do not give them unless called for.

"Our plan," said Mr. Sperry, "is to have our representatives call upon the leading merchants in a city and leave with them a pad book containing so many stamps on each page. Our methods are explained to the merchant. We point out to him that by giving our stamps to his customers he is really offering an inducement for more trade, as customers will be glad to collect all the stamps they can in order to get a premium. Once our system is thoroughly known, people will only deal where they can obtain our stamps; hence the storekeeper is bettering himself by helping us."

"But what does he pay you for the stamps, and when?"

"We charge him a very small percentage on the amount of stamps he disposes of, and our collector calls on him every week to examine the book of stamps and receive payment for the number actually issued. The increased trade which merchants enjoy on account of giving these stamps yields them ample profit to pay us for them."

"Are merchants usually willing to adopt your scheme?"

"Always, when we point out that we are going to do liberal advertising in order to let the public know where the stamps may be had. In every city where we have yet opened a branch we have taken whole pages in the newspapers to tell of our scheme, and to enumerate all the local merchants who were participating in it. This gives the dealers confidence in us, besides which we ask them for no money until they have practically received money for the stamps themselves."

"Such lavish advertising must be very costly?"

"Well, I suppose that since the first of January last we have spent $200,000 in newspaper publicity, and we shall probably spend $100,000 more before the year is out."

"That is a big sum of money for a theoretical business."

"There is nothing theoretical about it. The scheme is no longer an experiment, but a fact. It is so much of a success that it has brought out the usual crowd of imitators. People never venture on imitating failures."

"What kind of premiums do you give?"

"Here are a few samples," replied Mr. Sperry, pointing to several articles in the room. "Here, for instance, is a guitar, made by one of the best manufacturers in the city. At retail it could not be bought under $17. It will be given for an ordinary book of stamps—viz., $99 worth. We ordered 3,000 of these, and we got them at a big reduction.

"We buy everything wholesale, and make sure that every article is first-class or we will not handle it. Of course, our stores are not salesrooms. No money is handled there, but a book full of our stamps is redeemable by any article in our store, free of all cost."

"Are you not afraid of the stamps being counterfeited?"

"Not in the least. Through a system of numbering we can trace every stamp that leaves our hands until it returns again, and we can tell just where particular numbers have been issued. At the same time our own stamps, wherever issued, are redeemable at any of our stores. Our premiums comprise a thousand and one different articles, from musical instruments to lamps, clocks, silverware, etc. For eight books of stamps, representing less than $800, we give a lady or gentleman's bicycle of the value of $100."

"I suppose, Mr. Sperry, that merchants in every line of business patronize you?"

"Yes; and what is more, many of the large advertisers have seen the value of

our scheme to such an extent that they are negotiating with us to use our stamps in connection with the sale of their goods. One of the biggest soap houses in the country is at present making such arrangements with us."

"But, Mr. Sperry, do you honestly think that when you have so many storekeepers using your stamps their trade can be materially increased?"

"Undoubtedly. Here is the whole thing in a nutshell: People read in our advertisements that our stamps can be had only at certain stores. What we give for the stamps is advertised as being on free exhibition in our own stores. The public can see what our premiums are before they go to the trouble of collecting the stamps. They will only patronize the stores where the stamps are given. In this way the dealer not only holds his own customers, but attracts those who are perhaps dealing at other stores where the stamps are not given."

"But—excuse me putting the question—how is the dealer to know that you will fulfil your part of the contract and redeem the stamps? It takes a long time to collect $99 worth."

Mr. Sperry smiled quietly and replied:

"I told you just now of the sums of money we were spending for advertising purposes, of the number of female book distributors we had, of the representatives we employ in sixty-seven different cities in the Union. We have big rents to pay every week and an immense monthly outlay for premiums, etc. All this could not be done without a strong financial backing, without a commercial reputation of the soundest kind, and although we started business four years ago in a modest and quiet way, the business has grown so rapidly and so largely that it is not easy to place a limit now to its possibilities. If I were at liberty to tell you certain offers that have been made to us within the past few days, right here in New York, you would open your eyes.

"But you may rest assured that all comers possessing our stamps will find us gladly ready to redeem them, and the more that come the better we shall like it."

"As to our advertising, I place most of it myself direct from here. I believe in taking large spaces in order to attract attention and besides, as you will notice in the advertisements I have shown you, we like to use cuts of some of the premiums we offer in order that people shall see what they may expect. Our great catch line is "*Something for Nothing*," and, so far as the customer is concerned, it is absolutely true. The ads are written either by myself or Mr. Hutchinson, or, in some cases by our local managers, for we find that the style of advertising that suits one locality will not suit another."

"When once firmly established in a city do you intend to continue advertising in the local papers?"

"Undoubtedly, but not to such a large extent as at present. Just now our object is to attract attention. When that is done it requires very little effort to maintain it.

"As to our commercial standing," added Mr. Sperry, as the reporter was about to leave, "we can refer to the bank down stairs and to the local banks in cities where we have established branches." JOHN S. GREY.

LIKE THE IMMORTAL GEORGE.

George Washington in his best estate could not have been more truthful than the author of the following sign upon a farmhouse window: "Summer boarders taken in."—*Boston Transcript.*

DIDN'T GRASP THE SITUATION

An Irishman in London saw a newspaper placard outside a news agent's shop. The bulletin bore in letters the words, "The situation in Egypt." The Irishman went into the store and said: "Shure I've come afther the situation you're advertising." The newsdealer asked: "What situation do you mean?" Pat pointed to the words on the bulletin. "Oh," said the newsdealer, "that's on the state of affairs." "Divil a hair I care whose estate it is on," replied the Irishman. "Bedad, I want the job."

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE RIDER AND DRIVER."

STATEMENT OF CIRCULATION OF

Times Union (Name of Paper) Albany (Town, State and Date) N.Y. Oct 1 1897

Messrs. GEO. P. ROWELL & CO., Publishers of American Newspaper Directory, 10 Spruce Street, New York:

SIRS:—The issues of this paper for one year from ~~January~~ October 1st, 1896 to ~~January~~ October 1st, 1897, actual number of complete copies printed, have been as stated below.

Days	1897 January	1897 February	1897 March	1897 April	1897 May	1897 June	1897 July	1897 August	1897 September	1897 October	1896 November	1896 December	MONTHLY TOTALS RECAPITULATED.
1	No paper	20430	21210	21850	21400	21200	21100	Sunday	21660	20570	20480	20460	January.
2	20350	20660	21630	21350	Sunday	21200	21100	20900	21800	20570	21550	20660	612525
3	Sunday	20860	21610	21350	21200	21200	No paper	20940	21800	20600	21930	20600	February.
4	20450	20650	21580	Sunday	21300	21200	No paper	20940	Sunday	20700	21100	20500	499350
5	20650	20700	21580	21450	21300	Sunday	21100	20900	Labor Day	20450	21050	Sunday	March.
6	20450	20550	21270	21250	21300	21200	21100	20800	21000	20650	Sunday	20630	586200
7	20495	Sunday	Sunday	21500	21300	21200	21100	Sunday	21350	20600	20000	20570	April.
8	20450	20760	21050	21350	Sunday	20900	21000	20900	21350	20500	20800	20630	553700
9	20450	Washington's Birthday	21150	21350	21300	21400	21000	20800	21100	Sunday	20830	20600	May.
10	Sunday	20500	21300	21350	21300	21200	Sunday	20900	21300	20700	20770	20470	530600
11	20550	20700	21840	Sunday	21300	21200	20800	20900	Sunday	20600	20570	Sunday	June.
12	20450	20600	21850	21350	21100	Sunday	20800	20900	21270	20600	Sunday	20620	551250
13	20450	20850	21150	21300	21200	21200	21000	20600	21100	20600	20800	20500	July.
14	20450	Sunday	Sunday	21250	21200	21300	21000	Sunday	21100	20500	20450	20600	564200
15	20450	20650	21250	21250	Sunday	21100	20700	20900	21100	Sunday	20700	20750	August.
16	20650	20650	21770	21550	Sunday	21200	20500	22000	21050	20600	20700	20670	570120
17	Sunday	21300	* 26400	21350	21200	21200	Sunday	21600	21100	Sunday	20550	20650	September.
18	20720	20950	22400	Sunday	21200	21200	20800	* 32920	Sunday	20800	19750	20530	533820
19	20560	20860	21850	21350	21200	Sunday	20900	24860	21400	20300	20744	Sunday	October.
20	20660	20750	Sunday	21250	21200	21200	20900	22800	23520	20600	Sunday	20550	556435
21	20620	Sunday	Sunday	21250	21200	21200	20900	Sunday	21480	20300	20750	20450	November.
22	20550	20850	21880	21150	21200	21200	20700	21800	21640	20400	20550	20650	518680
23	20550	21280	21600	21150	Sunday	21200	20800	22220	21330	20660	Thanksgiving	Christmas	December.
24	Sunday	21300	21800	21250	21200	21200	Sunday	21500	21300	Sunday	20500	20350	536060
25	20650	21050	21600	Sunday	21200	21200	20800	21970	Sunday	20830	20530	Sunday	
26	20450	21070	21850	21150	21200	21200	20700	21680	21200	20660	Sunday	20400	6823045
27	20500	21700	21450	21200	21200	21550	20800	21950	21800	20660	20600	20500	
28	20450	Sunday	Sunday	21300	21200	21200	20900	Sunday	21800	20750	20600	20600	518580
29	20500		21450	21250	21200	21200	20900	21950	21800	20700	20600	20360	
30	20500		21980	21350	Sunday		20600	21480		20750			536060
31	Sunday		21700		No paper								
Total issues	512520	499350	586200	553700	530600	551250	564200	570120	533820	556435	518680	536060	

Grand total of copies printed during the year, 6823045

The grand total when divided by 309 ...which is the actual number of days of issue, shows that the average number of complete copies printed per issue was 21110

This is a correct report for the year 1896-~~7~~ and is made in good faith for the purpose of being placed on file in the office of the AMERICAN NEWSPAPER DIRECTORY and securing an accurate and exact circulation rating in the next issue of that publication.

Signature Jas H Hooke

Cashier & Treas

It will be noted that this report is signed with a pen by one whose authority to sign is apparent or clearly stated.

* Corbett & Tammany Fights

* Conway Kidnapping case

Cashier & Treas

STRAIGHTFORWARD METHODS SUCCEEDED.

HOW A SUCCESSFUL ADVERTISING AGENT MATURES HIS PLANS AND WORKS THEM OUT.

The other day on the way to Asbury Park (on a somewhat slow train) I had an hour's conversation with a valued friend who has achieved great success in business. He is connected with an advertising firm which, in the last twenty years, has increased its annual business from $75,000 to $2,000,000. My friend said: "We have two cardinal principles. The first is that nothing is profitable to us that is not also profitable to our customers. The second principle is that we hold that everything that comes to us is to be studied. We do not take it for granted that because we know one thing we understand everything else. Every line of business, and, to a great extent, every man, is to be studied. We take time. It may take two or three years to get a man's business, but when we have it we expect to keep it. We wanted to get the advertising of a company that manufactures threshing machines in a Western State. I went to see the manager. No use. I kept it up year after year. At last, as much to bluff me off as anything, he said, 'Well, make us an offer.' I said to him, 'I will come back in two weeks from to-day and will make you an offer.' On the way home I telegraphed to the Secretaries of State of every State in the Union, asking them to send me statistics as to the amount of grain raised in every county in the State. I also telegraphed to our firm to send a man to Washington to get similar returns from the Secretary of Agriculture. When these returns came in I sat down with the clerks and worked continuously, day after day, until I had in a book the full returns for the whole country. Then I went West to meet my engagement. I said to Mr. A——, 'Here is my offer,' and I laid before him a thick book, perhaps fifteen inches square, in which was the precise amount of grain raised in every county in every State in the country. 'You can judge from this,' I said, 'how largely it will pay you to advertise in each one of these counties. We will make you our usual proposal. We will advertise for you to any extent you wish, using our best judgment, and you will pay us 15 per cent, which is 50 per cent more than is charged by some other houses, and if, at the end of a year, you are satisfied that we have done more for you than other houses would do, we trust that you will continue to give us your business; if not, we haven't a word to say.'

"He looked at the book, and presently said, 'This is exactly what I have been wanting ever since I went into business, and have never been able to get it. I will give you $100 for this book.' I replied, 'The book is not for sale.' After examining it further, he said, 'I will give you $500 for it.' I said to him, 'If you give us your advertising the book is yours; otherwise you haven't money enough to buy it.' The result was that he gave us an order for $10,000, which has since increased to $50,000 a year. But we were not yet done. His threshing machine involved a peculiar principle, which is justified by its name, 'Vibratory.' We studied up this peculiarity; we saw wherein his machine was an improvement on the old. Most of the threshing throughout the country is done for a neighborhood by a man who owns a machine, run by steam or horse power, and who goes around to the various farmers and does their threshing. We did not go to this man; we went to the farmers and explained to them the waste of the old machine, and the economy of the new vibratory thresher. As the result, when the men came around with the old machines, and wanted to thresh their grain, the farmer would say, 'What kind of a machine have you?' If he said, 'So and so' (meaning the old kind), the farmer would say, 'We don't want anything to do with that. We wish our grain threshed by the vibratory machine.'

"I have been in the business for twenty-one years, and I have carried my principles everywhere. I do not drink, I do not play cards, I do not smoke, I do not go to the theater; on Sunday I go to church and to Sunday school. I always take an early opportunity to tell people with whom I am dealing that I am interested in the church and Sunday school. I find that this saves a good deal of embarrassment, and I am not put to the necessity of saying 'No' so often. I do not think I have ever lost a dollar's worth of business through this cause."

Observe, these are not the views of a "white-chokered" minister, but of a layman, and a most successful man of business.—*New York Examiner.*

OUTSIDE STREET CAR ADS.

By Richard Wallace.

I have often wondered what the objection can be to advertising on the outside of street cars in New York as is the fashion in London, Paris and other European cities. Whatever inside spaces may be worth, the outside displays would have several times their value, for it is obvious that there would be far more "circulation" outside than inside a public conveyance.

Is it a matter of "good taste" on the part of the owners of the different lines of cars, or are they fearful of offending the cultured American eye? If so, where is the consistency of offending passengers who have paid their fare and showing courtesy to the outside public who has not? If these advertisements are really "bad form" why impose them upon your friends, the patrons of your line, instead of that larger section of the people which does not patronize you? Why not put all these display ads outside the car instead of inside? If offensive, why offend your regular customers so flagrantly and pitilessly?

If *not* offensive, and if these ads are not considered in bad taste, what is the objection to their appearing on the outside, where they will do the advertisers the most good? We in America are not over-sensitive about the vandals who destroy our natural scenery by plastering it all over with advertisements. In Europe there is a law against this, but in Europe the outside of all large public conveyances is considered a legitimate place for advertising, while here, for some reason or another, there is an objection to it.

Take the Broadway and Third avenue cable cars for an example. These lines run for many miles through the busiest and most populous districts of the city. During a single trip these cars pass tens of thousands of people, whereas they will not average more than one hundred passengers each from start to destination. The value of an outside advertising sign as compared with one inside can thus be estimated.

Is there a city ordinance prohibiting such a form of advertising and, if so, why does it exist? Can anybody advance a single valid reason why advertising signs should not appear outside as well as inside of cars?

I frankly admit that I would not like to see our cars beplastered and obscured with the kind of mosaic advertising display so familiar to visitors to London, but there does not seem to be any reason why a good bold sign on each side of the roof of our cars should not be both useful and ornamental from an advertising standpoint. Such signs, stretching the entire length of the car, and perhaps eighteen inches or two feet high, would be plainly seen by people on the sidewalk, and as the crowds on Broadway, Third avenue, and other leading thoroughfares are ever varying, the advertiser could afford to pay a high price for such spaces, seeing that his "circulation" would be many times greater than he could possibly get from a card inside.

IN A NUTSHELL.

Two points in successful advertising to be kept constantly in mind: First, have something to sell; second, tell in plain language what that something is, and what it will cost the purchaser. Reduced to smallest terms this is the entire scheme. The ad which conveys in fewest words this information, properly displayed, may be without any reservation classed as successful. The busy buyer has no time or disposition to wade through columns of irrelevant matter in reaching the information that a yard of silk will cost 47c., or a pair of shoes $1.33 marked down, etc. Time will be saved by telling these essential facts at once. Introductions to advertisements, as a general thing, go unread and unappreciated.—*Profitable Advertising.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE TAILOR'S REVIEW."

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

NEW JERSEY.

The strongest proof of the value of a newspaper is its popularity in the place where it is published. Everybody reads the NEWS; its circulation is 4 times that of all the other papers in Passaic combined. The PASSAIC DAILY NEWS, Passaic, N. J.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday NEWS; established 15 years; 2 cents a copy; sworn circ'n 4,220 copies. Reaches the best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

OREGON.

SALEM—"If the advertiser wishes to reach with powerful influence the people of Salem, Oregon, and vicinity, he must seek the STATESMAN."—*Printers' Ink.*

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WASHINGTON.

THE "P.-I."

SEATTLE POST-INTELLIGENCER. Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W.Va. English daily.

CANADA.

$28 FOR 1 inch, 1 A. W., for 3 mos. in 22 best papers in Quebec Prov., excluding Montreal. E. DESBARATS AD AG'CY, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

Good Ads Like good eggs may be spoiled in the SETTING. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce Street, New York.

'PERFECTION'

LINOTYPE METAL

STEREOTYPE AND

ELECTRO METALS

PERFECTION PERSONIFIED

E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago.

Supreme in its Field.

"During the first half of 1897 the

Eight-Hour Herald

was a WEEKLY visitor in 17,169 homes of the better class of well-paid skilled mechanics in all branches of industry throughout America.

There are official journals of great labor organizations—the International Association of Machinists and Brotherhood of Railroad Trainmen for example—whose issues exceed that of the Eight-Hour Herald two to one, but of course their circulation is entirely confined to the particular industries mentioned.

No labor journal in the annals of the American press ever achieved a general circulation equal to that of the Eight-Hour Herald, Chicago."
—Bloomington (Ill.) Bulletin.

It Costs Just One Cent

and a moment of your time to write me for specimen copies and information on LANE'S LIST. You know those are the papers that reach buyers in their homes. They are looking for fall bargains now.

WALTER D. STINSON, AUGUSTA, MAINE.

On Guard.

Yes, on guard all the time. We have gained the high reputation of procuring the best results for the least money. We stand constantly on guard to maintain it.

No light task, nor one of easy accomplishment. It calls for constant vigilance and incessant scrutiny of circulations; never-ending comparison of results; firm demands for the best positions on all occasions.

And lastly, where we distance all competition, the retaining of the best advertisement writers of the day, to write up, edit and illustrate the advertisements of our patrons.

It is thus

We win business by deserving it.

Geo. H. Regar Advertising Co.

1009 Arch Street,

PHILADELPHIA.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These Quarterlies have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements can not fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been 11,119.
6. **Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.
7. **The Christian Arbitrator.** This is the Friends' publication on Peace and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising.

Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE

Publishing Association of Friends,

CHICAGO, ILL.

Current *Literature*

$3.00 a Year

25c. a Number

"My heart's congratulations to you in the wholesome and vital method of your magazine. An impulse renewed every month to sound thought and good letters among our people."—MOSES COIT TYLER, New York.

Current Literature

"The net you spread for newspaper verse is invaluable. 'The Old Canoe' is beyond praise. I feel like 'one of the family,' having bought and *kept* every copy since the start."—W. H. HUBBARD, Duluth, Minn.

Current Literature

"The classifications and departments of this magazine make it one of the most instructive periodicals a busy man can carry with him."—*Boston Globe* of recent date.

Current Literature

"Full of interesting and instructive matter . . . not easily found elsewhere."—J. COLYER, Department Public Instruction, Brooklyn.

Current Literature

Bryant Building, 55 Liberty Street, New York City

Steady and Sure Prosperity

comes from dealing with the steady and sure people who have good homes, good habits and money to supply their needs. In

Over 220,000 Homes

of this kind, with their varied needs, these papers:

The Sunday School Times

THE LUTHERAN OBSERVER,
THE CHRISTIAN STANDARD,
THE PRESBYTERIAN JOURNAL,
THE REF. CHURCH MESSENGER,
THE CHRISTIAN INSTRUCTOR,
THE EPISCOPAL RECORDER,
THE CHRISTIAN RECORDER,

Are cherished for the doctrines they teach,
Are consulted as authorities on religion,
Are read for counsel given in home affairs,
Are supplying current news, shorn of objectionable matter.

★

Intending Advertisers

are invited to test the value of this exclusive following.

The Field

Middle States locality, rich with families able to buy what they want.

Influence

Published 23 to 78 years as the denominational papers here (without duplicating circulations), they give the indorsed introduction which can add to the growth and prosperity of every honest business enterprise.

★

We attend to the details of advertising for all these papers. Write to us.

THE RELIGIOUS PRESS ASSOCIATION,

104 South Twelfth St.,
PHILADELPHIA, PA.

THE EDITION OF

The American Messenger

for the months of October, November and December will be

60,000 COPIES EACH MONTH.

Rates 30c. per Line, Gross. Discounts for Time or Space.

American Tract Society,
PUBLISHERS,
10 East 23d Street, New York.
F. L. WEARE, Adv. Mgr.

New England's Family Paper.

THE

Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was **23,443 10/52**
2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has *so many readers per paper*. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.
Portland, Maine.

10 Cents a Copy. $1.00 a Year.

GODEY'S MAGAZINE.

Goes monthly into 75,000 homes.

—

Send for Rate Card.

—

THE GODEY COMPANY,

52 Lafayette Place, New York.

Passaic's Family Paper.

The Passaic Daily News.

A COPY READ IN EVERY HOME.

Facts for Advertisers:

1.—The average daily circulation of the News is 3,600—more than **four** times that of all the other papers in Passaic combined.

2.—No paper in New Jersey has as large a circulation in all the homes, compared to the population.

3.—**RATES MODERATE, RESULTS UNPARALLELED.**

Appearance Counts . . .

for something in a newspaper as well as with an individual. THE COMMERCIAL fills the bill, as it is neatly dressed, politely presenting itself at the proper hour, intelligent, always has something for every member of the family, entertaining and reliable. THE COMMERCIAL has the exclusive morning field of Toledo and Northwestern Ohio for its patrons. No wonder our advertisers are pleased. That is what we aim at: to please. Please give us a chance to please you.

W. E. SCOTT,
150 Nassau St., New York,
Eastern Advertising Manager.

THE COMMERCIAL CO.,
TOLEDO, OHIO.

Texas is the greatest State in the Union. There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.

TO WHOM IT MAY CONCERN:

This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.

Write to the **Texas Baptist Standard, Waco, Texas,** for sample copy and rate card.

Make . . . Advertising Pay . . . .

THE

Evening Journal

OF JERSEY CITY, N. J.

Was a daily visitor during 1896 to no less than

***15,035* Families**

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches 15,035 families must pay advertisers.

"Great Scott"

he cried, "is it possible that Johnston is the only printer on earth?" No, but he is one of the very few who know what you want and how to get it up to please you. : :

Clear, Clean, Attractive Printing

is the kind that is appreciated nowadays — it is my real specialty and standby. Address Wm. Johnston, Manager Printers' Ink Press, 10 Spruce Street, New York.



Bucks County, Pa.,

Is the "Farmers' County," one of the three original counties of Pennsylvania—where Penn made his home. The location is between two of the oldest and greatest cities of the Union. The population is the most well-to-do, most intelligent and best of rural communities.

The Intelligencer

Weekly, Established 1804;
Daily, Established 1886;

Is the oldest newspaper in the county. More people know the INTELLIGENCER and know it better, because of the above facts, than know other papers. Besides this, the INTELLIGENCER uses

NO PLATE MATTER,
NO PATENT SHEETS,
NO PADDING OF ANY KIND,

and is the only paper in Bucks County of which this is true. Hence, the INTELLIGENCER is the best medium for advertisers who desire to reach the most and best of Bucks County's well-to-do people.

ALFRED PASCHALL & CO.,
PUBLISHERS,
DOYLESTOWN, PA.

YOU CAN GET
PROFITABLE RETURNS
from advertising in the

Oil City Derrick

Why? Because it has been proven by many advertisers during the past twenty-five years that the DERRICK stands first in character and influence with its readers. No objectionable advertisements accepted. THE DERRICK PUBLISHING CO., OIL CITY, PA.

W. E. SCOTT,
Eastern Representative,
American Tract Bldg., New York.

Forest and Stream

The oldest, largest and most widely read journal of its class, affords advertisers the advantages of a national circulation and a solid constituency, whose confidence is demonstrated in the fact that a favorite form of subscription is for a three-years term in advance. It is worth while advertising in a paper whose readers esteem it so much as that.

Among the largest advertisers in FOREST AND STREAM, today, are those who have been in the paper continuously for the twenty-four years of publication. They are shrewd business men who continue to invest money with us only because experience has taught them that it yields a profit.

There is profit in FOREST AND STREAM advertising for you, too. We would be glad to tell you more about it.

FOREST AND STREAM PUBLISHING CO.,
346 Broadway, New York.

SEATTLE-KLONDIKE.

Fifty thousand people will outfit in Seattle during the next six months, for the Yukon Gold Fields.

Every steamer bound north starts from Seattle.

The city is booming, business was never better, and advertisers in the POST-INTELLIGENCER are securing big returns.

Make your contract with the POST-INTELLIGENCER now. It is a sure investment.

Klondike Information Free.

Again the POST-INTELLIGENCER has been forced to issue another Special Klondike Edition. This will be mailed free to any address. It gives all the information that the gold seeker needs.

SEATTLE POST-INTELLIGENCER

A. FRANK RICHARDSON,
Special Eastern Representative,
Tribune Building, New York.

GEORGE U. PIPER,
MANAGER.

S. P. WESTON,
In charge of advertising.

A QUICK ORDER WILL CATCH THE
DECEMBER (HOLIDAY) NUMBER



FOR PARTICULARS, ADDRESS THE PUBLISHERS,
S. H. MOORE & CO., 23-27 City Hall Place, N. Y.

In Peoria, Illinois

LOCAL ADVERTISERS USE

The Evening Times

liberally because they know it has 4,500 subscribers who do not take any other paper.

If you are not using it you are missing a great many good people.

An eight-page paper, with complete general and home news for a cent, is appreciated. As a consequence it is growing rapidly.

For sample copies and rates address

THE EVENING TIMES
PEORIA, ILL.

THE

ABSOLUTE SUPREMACY

OF THE

Evening and Sunday Telegram

IN THE RHODE ISLAND FIELD, IN BOTH CIRCULATION AND ADVERTISING PATRONAGE, IS

NOW UNDISPUTED

AUGUST SALES

Evening Telegram, - - - - -	846,586
Daily Average, - - - - -	32,561
Sunday Telegram, - - - - -	171,600
Average per Sunday, - - - -	34,320

The Advertising Record:

COMPARISONS FOR AUGUST, 1897

Paid advertising in Evening and Sunday Telegram....	19,604 inches
Total, all kinds of advertising in Daily and Sunday Journal.....	18,152 inches
Excess of advertising in Evening and Sunday Telegram over Daily and Sunday Journal	1,452 inches
Total, all advertising in Evening Bulletin and Sunday Journal combined	18,267 inches
Excess of advertising in Evening and Sunday Telegram over Evening Bulletin and Sunday Journal combined	1,337 inches

A B.C FOUR MONTHS' RECORD

MAY, JUNE, JULY AND AUGUST, 1897.

Paid advertising in Evening and Sunday Telegram....	91,246 inches
Total, all kinds of advertising, in Daily and Sunday Journal.....	85,871 inches
Excess of advertising in Evening and Sunday Telegram over Daily and Sunday Journal.....	5,375 inches
Total, all kinds of advertising, in Evening Bulletin and Sunday Journal combined	88,438 inches
Excess of advertising in Evening and Sunday Telegram over Evening Bulletin and Sunday Journal combined	2,808 inches
Paid advertising in Sunday Telegram.....	23,442 inches
Total of all kinds of advertising in Sunday Journal...	8,067 inches
Excess of advertising in Sunday Telegram over Sunday Journal.....	15,375 inches

"Judicious Advertisers Appreciate a Good Thing."

For rates address

PROVIDENCE TELEGRAM PUBLISHING CO., PROVIDENCE, R. I.

DID YOU KNOW

that the largest paid circulation in the South or Southwest is that of

Brann's Iconoclast

Published at Waco, Texas.

○●○

The actual sworn circulation for the month of August, 1897, was

38,500 COPIES.

○●○

BRANN'S ICONOCLAST is a literary magazine; size, 28 pages, 9x12; issued on the first day of each month; strictly independent. It claims the largest circulation of any journal published in the South, and can prove every claim that it makes.

Investigation Solicited.

Sample copies, rate cards, agents' commissions, etc., furnished on application. Address

BRANN'S ICONOCLAST,
Waco, Texas.

Ohio People

Are Newspaper Readers.

You can Reach Them.

"THE SELECT LIST" embraces the leading papers in the interior of the State.

THE PAPERS comprising the list are:

AKRON, Beacon-Journal
ASHTABULA, Beacon
BELLEFONTAINE, Index
BUCYRUS, Telegraph
CAMBRIDGE, Jeffersonian
DEFIANCE, Republican-Express
EAST LIVERPOOL, Crisis
FINDLAY, Republican
GALLIPOLIS, Journal
HAMILTON, News
IRONTON, Irontonian
KENTON, News
LANCASTER, Eagle
LIMA, Times-Democrat
MANSFIELD, News
MARIETTA, Register
MARION, Star
MASSILLON, Independent
MT. VERNON, News
NEWARK, Tribune
NORWALK, Reflector
PIQUA, Call
PORTSMOUTH, Times
SALEM, News
SANDUSKY, Register
SIDNEY, Democrat-News
SPRINGFIELD, Republic-Times
WARREN, Chronicle
WOOSTER, Republican
XENIA, Gazette and Torchlight
YOUNGSTOWN, Vindicator
ZANESVILLE, Courier.

LOOK AT THE MAP OF OHIO.

QUOTED CIRCULATION GUARANTEED.

Rates will be quoted by each member of the "List" upon application direct, and the rates are guaranteed to be as low as is consistent with sound business management.

School Gazette

Established in 1886 BY... L. S. SHIMMELL

An Educational Newspaper.

Vol. IX. HARRISBURG, PA., OCTOBER 1, 1897. No. 3.

Considerable space in various advertising journals is used from time to time in criticising the *American Newspaper Directory*. The usual statement, either made directly or implied, is that no publisher can secure a correct rating in the above Directory without advertising in it or advertising in *Printers' Ink*. We do not recall that any of the journals have given specific instances where this has occurred. We will cheerfully bear testimony to the fact that THE SCHOOL GAZETTE has always received a satisfactory rating in the various editions of the Directory without anything being given in return in the shape of an advertisement or anything else, and we have always had more regard for this Directory than any other, because it has been the only one willing to back up in a practical manner the circulation statements of the journals rated.

A Word to the Wise

The recent advance in the price of wheat, followed as it has been by that of all farm products, makes the farmer to-day the most independent and prosperous citizen of this country.

To be brought into close contact with him, in order to secure his patronage, there is no better way than by the use of the columns of a good weekly newspaper.

THE CHICAGO WEEKLY DISPATCH, the great free-silver paper of the Middle West, is pre-eminently the farmers' paper. It is read by thousands of farmers in Illinois and the States adjoining.

Advertisers wishing prompt and satisfactory results should not lose a moment in bringing their wares to the attention of the farmers of the Great Middle West, and this can be accomplished through the columns of THE CHICAGO WEEKLY DISPATCH.

The regular rate for advertising is ten cents an agate line. In order to induce advertisers to give THE CHICAGO WEEKLY DISPATCH a trial, advertising will be accepted, from now until January 1, 1898, at the low rate of five cents a line.

C. E. SHERIN,
Eastern Representative,
American Tract Society Bldg.,
New York City.

THE DISPATCH,
115 & 117 Fifth Avenue,
CHICAGO.

Do you want Customers

among the very best class of rural and suburban residents and the wealthy city owners of fine country places—the kind of people who are not making collections of catalogues or circulars, but who buy, without much cheese-paring as to price, *whatever they want* for their grounds, their stables, their residences, their families and themselves?

THE COUNTRY GENTLEMAN

can bring your announcements before a larger number of such people than can any other periodical. Not only is it the leading agricultural journal of the world, but it has a special constituency, incomparably superior in purchasing ability to that of any rival; and its circulation is scattered (taking the best people everywhere), as is that of no other rural publication.

Twenty large pages weekly, freely illustrated and carefully printed on fine paper.
Advertisements tastefully set and carefully classified.

One insertion, 40 cents per line, $5.60 per inch.
Liberal Discounts for Continuance.
Subscription price $2.00.
Send for Sample Copies.

LUTHER TUCKER & SON, PUBLISHERS, ALBANY, N. Y.

The Houston Post

A prosperous paper brings the best results to advertisers.

The Houston Post

is a prosperous paper in every sense of the word. THE POST not only has the largest circulation in all South Texas, but it is a growing circulation, and the advertiser is given every opportunity of knowing

What He Pays For.

THE POST carries more advertising than any other Texas paper, and the advertisers are glad to pay the price asked because it is profitable.

The S. C. Beckwith Special Agency

The Tribune Building, New York
The Rookery, - - - - Chicago

The Favorite Newspaper in Michigan

is now, and has been so for 64 years,

The Detroit Free Press

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is:

Daily, - -	**36,323**
Sunday, -	**47,331**
Twice-a-Week,	**100,495**

Rates and sample copies on application to the home office or to

R. A. CRAIG,
41 Times Building, New York City.

GOOD, HONEST, FAMILY PAPER

CLEAN NEWSY BRIGHT ENTERTAINING

KNOWN CARRIES WEIGHT CIRCULATION

ELMIRA TELEGRAM

Circulation Exceeding

100,000

A. FRANK RICHARDSON

TRIBUNE BUILDING, - - - NEW YORK
CHAMBER OF COMMERCE, - CHICAGO
RED LION COURT, FLEET ST., LONDON

KNOWN A DROP OF INK MAKES MILLIONS THINK CIRCULATION

PLEASES READERS, PAYS ADVERTISERS AND BRINGS RESULTS

None to Me!

According to *Dun's Review*, there were seventeen (17) failures in the printing and engraving trade during the month of September, with liabilities aggregating $207,836. Of course the most of this is on machinery, etc., but I can safely say that from three to five per cent of this amount is owing to my competitors who sell on credit. ("None to me!") How can they stand such tremendous losses? Simply because the short-sighted printers of the country are willing to be charged double my prices to secure thirty or sixty days' time on a bill of goods. Those who pay their bills help to pay for those who don't. This is not so in my case. The small printer is charged the same price as the large one, and both are on an equal footing, as I make no exceptions to my golden rule of asking the cash in advance. I have been in the ink business nearly four years and my bad debts have not amounted to $50. The bad ones were from dead beats who sent the check with the order, and when presented for payment there was no money in the bank to meet them. I employ no expensive traveling men. I need no bookkeeper. I have no pretentious office. When the cash don't come with the order I don't ship the ink. These are some of the reasons why my prices are from fifty to eighty per cent lower than my competitors' and my inks the best in the world. If you are dissatisfied with the goods, I buy them back and pay all freight or express charges.

Send for my price list. Address

PRINTERS INK JONSON

8 Spruce Street, New York.

DENVER

in October will have a great Carnival and Fair. Many thousand visitors will be there to mark the progress of this Western Metropolis and things will boom.

Get your card in the

Street Cars

where all must see it. We control the advertising in all Denver cars.

GEO. KISSAM & CO.,
1515 Larimer Street,
DENVER, COLO.

THERE are three classes of newspaper publishers; first, those who believe an advertiser is entitled to know their circulation and are willing that he should: and to take any and every step desirable for accomplishing the purpose: second, those who wish to have an advertiser *think* that they wish to have their circulation known, but are determined to avoid that result by every means possible: third, those who believe that their circulation is a private matter and concerns no one but themselves, and that inquiries concerning it are an impertinence. Publishers of the first and third classes are honest men, but those of the second class are not. Every publisher who reads this knows in which class he belongs.—*Printers' Ink, Oct. 13.*

THE FOLLOWING ADVERTISEMENT HAS BEEN APPEARING REGULARLY IN "PRINTERS' INK" FOR SOME TIME PAST, AND NO SINGLE ANSWER HAS IT THUS FAR ELICITED.

WANTED—The address of a newspaper publisher who keeps a record of his issues and is willing to make the exact figures public, and who has at any time had any trouble or difficulty about securing their publication in the American Newspaper Directory without the expenditure of a cent for advertising in the Directory or for any other item beyond a postage stamp on the envelope that conveyed by mail his true statement bearing date and signature. Address, with full particulars, PRINTERS' INK, 10 Spruce St., N. Y. City.

The reason why no names are obtainable of honest publishers who have cause of complaint against the American Newspaper Directory is simply that

THERE ARE NONE.

Between pages 51 and 62 of the American Newspaper Directory for 1896 there is printed an interesting illustration of the case of the Philadelphia *Record*, whose publisher thought he had not been well used by the American Newspaper Directory, but found, on investigation, that the fault lay in his own office, and was manly enough to say so. There are dozens of publishers who would do well to read that story of the Philadelphia *Record*. Any one who has not a copy of the 1896 edition of the American Newspaper Directory can have one by sending 30 cents for postage, for, although it is a $5 book it is out of date now, and the publishers are sorry to admit they have still a couple hundred copies on hand.